

CINCINNATI TOOL CO • CONVENTION ISSUE • ROBERT GUNNING ASSOCIATES • PANGBORN CORP • NORTHERN

COMBUSTION ENGINEERING • BUNTING BRASS & BRONZE CO • HECLA INC • TEXAS INSTRUMENT

HEHR MANN CORP • WESTINGHOUSE ELECTRIC CO • PLYMOUTH LORAIN CO • CHILDERS MFG CO • RAY SPENCER

ALMA COMPANY • ALBERT WILLSON • INTERNATIONAL PAPER CO • RUTH GARDNER • CHARLES

WHITNEY TOOL CO • R J JOYTS CHALKINS & HOLDEN INC • E I DU PONT DE NEMOURS & CO • BERT S GITTENS AD

TANDARD PRESS STEEL CO • GENERAL INDUSTRIAL SUPPLY

HARNISCHFEGGER CORP • WEBBER ADV AGENCY • LAWRENCE ROLEY • INDUSTRIAL MARKETING • JOHN E DAVIS •

HIDNEY CLAYTON & ASSOCIATES • AMERICAN AIR FILTER CO • SEPTEMBER, 1954 • STRAN-STEEL DIV GREAT LAKES ST

COMMERCIAL SOLVENTS CORP • WORTHINGTON PUMP & MACH CORP • DRAVO CORP • STANDARD PRESSED STEEL CO

PANG-CHALFANT DIV NATIONAL SUPPLY CO • GRIZZARD ADVERTISING • FOLLANSBEE METALS • ORVILLE REED • RO

WALTER THOMPSON CO • MILWAUKEE DUSTLESS BRUSH CO • BAKELITE CO • S D WARREN CO • DECATUR PUMP CO

OF GUTHEINZ • REPLY-O PRODUCTS CORP • HOOVER BALL & BEARING CO • TUBE TURNS INC • ANDREWS AGENCY INC

WILLIAMSON ENTERPRISES • FRED PINKERTON • KETCHUM MACLEOD & GROVE INC • INTERNATIONAL NICKEL CO INC •

DIRECT MAIL SERVICE INC • GENERAL OFFICE SERVICE INC • UNITED STATES ENVELOPE CO • FERD NAUHEIM • R L POLK

F HOUGHTON & CO • WILLIAM C WOLD ASSOCIATES • THE FALK CORP • DAVIS PRESS INC • RYLANDER CO • ROBE

HE BARRY CORP • PETTIBONE MULLIKEN CORP • SIMONDS SAW & STEEL CO • B V JONES • BURROUGHS INC • SA

AC GRAW-HILL PUB CO • YECK AND YECK • EDWIN LEX BACON • SQUIER SCHILLING & SKIFF INC • ALLIS-CHALMERS M

DEWEY & ALMY CHEMICAL CO • HARVEY ADV AGENCY • SYLVANIA ELEC PRODUCTS INC • ARTHUR TOFTE • DIEBOLD

CHARLES A TEMPLETON INC • HUTCHINS ADV CO • GEORGE T METCALF CO • CENCO CORP •

E TOURNEAU-WESTINGHOUSE • CAREY MACH & SUP CO • RUSSELL BURDSALL & WARD BOLT & NUT CO • THOMAS DREIER

IC CORMICK-ARMSTRONG CO • ROHM & HAAS CO • PETER SHUGART • CONNELLY ORGANIZATION INC • E W HUSE

NION BAG & PAPER CORP • INDUSTRIAL DISTRIBUTION • LEKTROMATIC MFG CO • SURFACE COMBUSTION CORP • W

LACK & DECKER MFG CO • OHIO SEAMLESS TUBE DIV COPPERWELD STEEL CO • WILFERD PETERSON • DELTA MFG CO •

W ONAN & SONS INC • SOUTHWESTERN ENGINEERING CO • GRAY & ROGERS • ATLANTIC STEEL CO • BUNTING BRA

ULLER & SMITH & ROSS INC • I H BLOOM • GENERAL ELECTRIC CO • HERCULES POWDER CO • LADISH COMPANY •

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ATHEN TIME RECORDER CO • ROGERS-MILLER CO • DOW CORNING CORP • EASTMAN KODAK CO • AMERICAN MARIE

HOWARD SWINK ADV AGENCY • THE HALOID CO • CHAIN BELT CO • INDUSTRIAL ADV RESEARCH INSTITUTE • MILES

AY H MAISH CO • TENSION ENVELOPE CORP • ANOTHER REPORTER SPECIAL FEATURE: • GEOPHYSICAL SERVICE

ALLIS-CHALMERS MFG CO • MILES STRAY • GREEN COH CORP • BUNTING BRASS & BRONZE CO • DIRECT ADVERT

TO BOARD PRESSED STEEL CO • HARRY P INC

HOW TO THINK ABOUT

INDUSTRIAL DIRECT MAIL

see page 5

Assurance in an Envelope!



Once a Ponton-prepared Mailing goes out . . . you just know, it will get action. Backed by the famous Ponton "live" list guarantee (no matter what category)...manufacturers, wholesalers, retailers of any product reach their prospects directly with assurance of having up-to-date names, constantly checked and counterchecked.

Wrapped in this envelope is all the experience of the finest research- and list-compiling experts. Every department of this great modern Ponton plant (see picture in envelope) actually goes IN the mailing, each playing its part in the most modern system of complete servicing. Names can be delivered on gummed labels, cards or on your own mailing piece . . . folded, inserted, mailed . . . no matter what size your promotion.

Each individual mailing, each name truly reflects Ponton's Experience in Details . . . from Research to Results. Discuss your specific needs for custom-compiled lists with Ponton.



PONTON

...knows Your Prospects...by name!

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New York 17, N. Y. Murray Hill 7-5311

Prod. Plant—44 Honeck St., Englewood, N. J.
Phone: ENglewood 4-5200

See you at the Boston Convention!

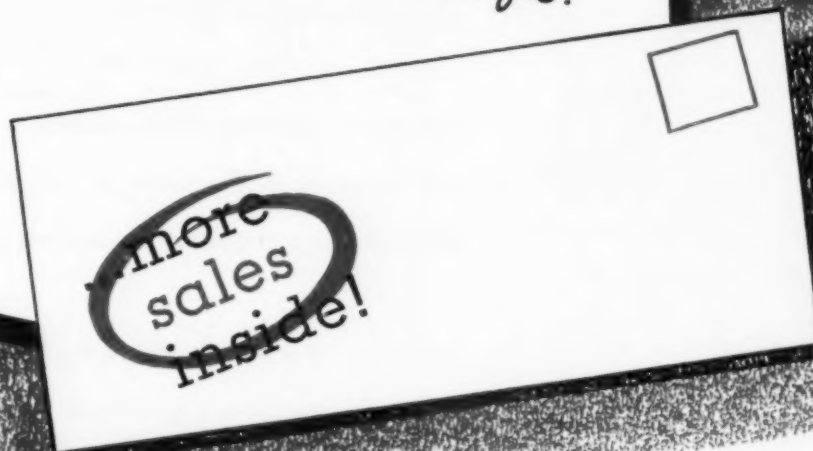
"Mr. Envelope" says: A good sales-letter deserves an attention-getting SALES ENVELOPE!



HECO'S SALES ENVELOPES...

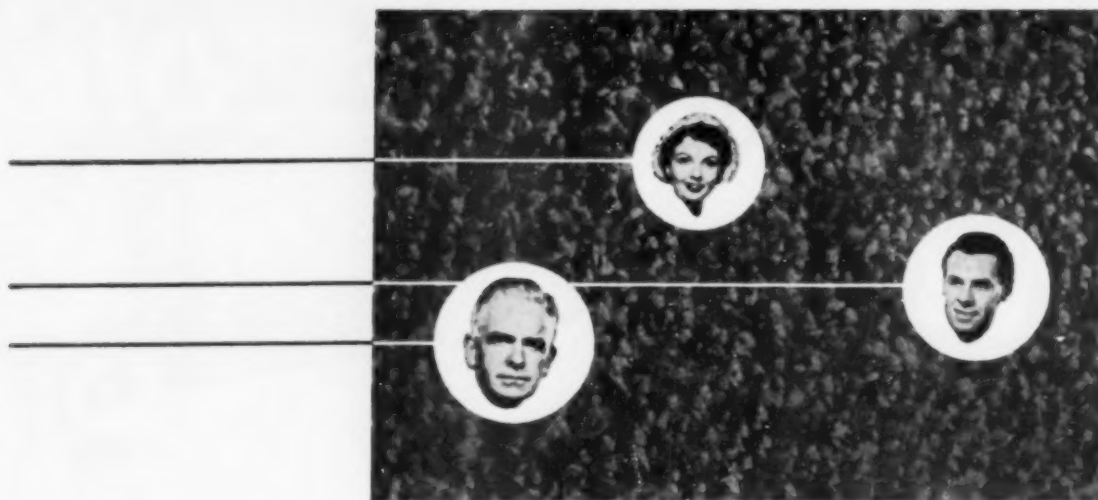
utilize bright color and clever design.
They stimulate interest and compel attention.
If you have a clever sales letter or direct mail piece, you'll want an attractive Sales Envelope to help increase your returns. A good sales letter deserves a "Heco-designed" Sales Envelope.

*P.S. Ask About Heco's New Line of
Colored Sales-Envelopes!*



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Need Envelopes? ... Phone Heco... CApitol 7-2400



**SPOT YOUR CUSTOMERS WITH —
PLANNED CIRCULATION**

Let unprejudiced experts screen the market for you! (We have no company-owned lists . . . no compiling service) . . . our time is your time and we'll spend it tracking down the best for you.

Get free advice on systems most efficient for you! (We don't sell list maintenance or mailing house services) . . . our experience is yours without charge.

Call on this completely independent list house . . . not affiliated with any company or organization. (No account is too small—or too large—for us to give you personalized service.)

Just ask us for screened lists to spot your customers—or tell us if you have a good list you want placed on the market!

PLANNED CIRCULATION

19 WEST 44 STREET—NEW YORK 36—N. Y.
PHONE MURRAY HILL 7-4158

The Reporter of DIRECT MAIL ADVERTISING

224 Seventh Street, Garden City, N.Y. Pioneer 6-1837
THE ONLY MAGAZINE DEVOTED EXCLUSIVELY TO DIRECT MAIL

Volume 17 Number 5

September, 1954

DEPARTMENTS

SHORT NOTES	6
DIRECT MAIL DIRECTORY	90
CONVENTION TIMETABLES	
Direct Mail Advertising Association	14
Mail Advertising Service Association	16

SPECIAL REPORTER FEATURE

HOW TO THINK ABOUT INDUSTRIAL DIRECT MAIL

Section 1: Adventure in Industrial Advertising . . .	19
Section 2: What Is the Industrial Field? . . .	24
Section 3: Opinions of the Experts (Agencies and Creative Producers) . . .	34
Section 4: Opinions of Industrial Advertisers . . .	48
Section 5: Putting the Pieces Together . . .	60
(A Plan in Six Phases for Future Study)	
Phase 1: Management Acceptance . . .	63
Phase 2: Analysis and Planning . . .	68
Phase 3: Lists and Maintenance . . .	72
Phase 4: Functions and Formats . . .	74
Phase 5: C-O-P-Y . . .	82
Phase 6: H-A-N-D-L-I-N-G . . .	86
Future Plans . . .	92

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The Reporter is independently owned and operated. But in addition to thousands of regular subscribers, all Members of the Direct Mail Advertising Association receive The Reporter as part of the Association service. A portion of their annual dues pays for the subscription.

SEPTEMBER, 1954



COVER STORY

This convention issue contains one long feature study, except for the usual Short Notes and the Convention Timetables (see pages 14 and 16).

This seventh Reporter feature study is labeled *How to Think About Industrial Direct Mail*. It is not for casual reading . . . or for entertainment. If you are interested, you should start at the beginning on page 19 and proceed calmly and slowly (with appropriate intervals of rest) without skipping until you have come to the conclusion on page 92. That's the only possible way to follow the picture in logical sequence . . . because one part ties in with another. Don't expect any miracles or inspiring writing. It's just a hard-boiled analysis of a difficult subject which hasn't been covered very adequately before.

And even this study is not an adequate coverage. Halfway through our investigations, we realized that an analysis of industrial direct mail couldn't be completed in one issue. One of our friends thought it ought to be spread out over twelve months or two years. Too many details had to be brushed off quickly in order to give a fairly complete picture of all the problems. Maybe others can take over and build something better out of this preliminary framework.

We hope subscribers in other fields (such as mail order, retail, financial, social service) will not feel slighted by all this attention to industrial direct mail. Strangely enough, many industrialists were interested in the mail order study last April. This study of industrial direct mail contains many findings which should be helpful in analyzing problems in every other business in which direct mail is used.

In case you get confused along the line with conflicting opinions . . . don't be alarmed. Things will get straightened around eventually.

Naturally, we'll be sitting on pins and needles waiting to hear what you and you and you *think* about how to *think* number seven. Write, please. Or come up to Reporter headquarters at the Statler in Boston, October 9 to 15, and discuss what's right or what's wrong. See you then. *H.H.*



when the job is **LARGE**
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SERVING CHICAGO AND THE MIDWESTERN AREA

Lemarge . . . the finest mechanically equipped mailing service in the Middle West producing all types of jobs at low cost.

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Write or phone
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Short Notes

DEPARTMENT

We welcome your direct mail ideas and news items for this department. Send all material to Short Notes Department, The Reporter of Direct Mail Advertising, 224-7th St., Garden City, N.Y.

□ NIAA GETS A NEW PRESIDENT. George L. Staudt, chairman of the board of the National Industrial Advertisers Assn., 1776 Broadway, New York 19, N. Y. has announced the appointment of John C. Freeman as new NIAA President. The appointment of a full-time president is part of NIAA's overall reorganization plan adopted at their Montreal Conference last June. Further development in the program designed to



John C. Freeman

give NIAA the "new look" will be presented to directors at a Sept. 27th Cleveland meeting. Freeman, who takes over as prexy on the 15th of this month, was former manager of club services for the National Sales Executives, Inc., N. Y. Before joining NSE he was assistant manager of the Elmira, (N.Y.) Assn. of Commerce and a former executive of American Airlines for many years.

□ PERFECTLY FLAT ENVELOPES can be produced from any type stock with a new remoistening adhesive called Res-N-Seal. Laboratory tests on the new sealer showed that the envelopes using Res-N-Seal stayed perfectly flat in printing presses and mailing machines . . . and throughout extended storage. The new gum eliminates blocking (flaps stick together in heavy humidity.) It's manufactured by Paisley Products, Inc., 230 W. 51st St., New York 19, N. Y.

□ THE CONTROVERSIAL SUBJECT OF COLOR is given "the full treatment" in the latest issue of *Envelope Economies*, h.m. of Tension Envelope Corp., Kansas City 8, Mo. A run-of-the-book feature titled "The Influence of Color" by color analyst Suzanne Caygill is beautifully presented with full-color photos (*Envelope Economies* first full-color issue). Miss Caygill analyzes four different types of persons who react to different color tones . . . by showing color palettes typifying different personalities. Miss Caygill's analysis comes as the result of questioning 20,000 students about their color reactions. The study is a wonderful job, done up in the best *Envelope Economies* tradition.



□ COLOR BY OVERPRINTING, an elaborate volume on how to obtain economical color reproduction, will be published early next year by the John C. Wilson Co., 1010 Arch St., Philadelphia 7, Pa. Ink manufacturers, paper suppliers, ad agencies, artists and printers are cooperating with author Donald E. Cooke to compile the study . . . showing how many color effects can be obtained with few press impressions. *Color By Overprinting* will have 265 pages . . . with many color charts detailing the overprinted color combinations. The book itself will be printed in twelve colors with a tentative price of \$25.00 per copy. You can get an illustrated 16-page prospectus of sample pages from the book by writing to Wilson's Trade Advertising Dept.



□ MASON BOX CO., Attleboro Falls, Mass., uses a die-cut in the cover of their latest catalog to illustrate their product. The cut is box-shaped. Backing it up on the inside cover is an actual sample of the 42 lb. kraft paper used to cover their Mailmaster boxes. The catalog is a good presentation of mailing boxes made by Mason. Mail order operators and mailers of boxed appeals should get a copy for reference. Write to Ralph L. Harden.

The inside story of the list business #24

How would you like to gross several million dollars yearly *entirely by mail*? It can be done! A company in New York has been selling pencils and other office supplies for 35 years without the aid of any other selling medium — no salesmen, no retail stores, no space advertising.

Their aim has been to sell something to every prospective user of office supplies in the United States and they are well on the way toward accomplishing this modest goal. Every business large or small uses pencils, so every business — with some minor exceptions — is a prospective customer. They therefore maintain a prospect list of 2,500,000 names of businesses. In addition they have an active customer list of 750,000 non-duplicating names. All these lists are on Speedamat plates.

Sudden Awakening!

For 25 of their 35 years of selling entirely by mail, they specialized in imprinted pencils to be used as advertising premiums. Suddenly they awoke to the fact that they had in their possession the perfect list for selling almost anything by mail that a business man could use.

With great enthusiasm they began selling more expensive merchandise to their customers, and also to their prospects. They sell fireproof file boxes at \$19.95, safes at \$39.95, cowhide Boston bags at \$15.95, cabinets at \$64.95, filing cabinets at \$9.95, stencil drawers at \$18.95, intercom systems, steel shelving and even shirts, ties, electric appliances, toys and gifts. What the prospect can't use in the office, he can frequently use at home.

Doubled Sales

Their new approach to selling has *doubled* their sales in the past 10 years. From their own experience they are convinced that practically anything which appeals to a business man, a professional man or an intelligent consumer can be sold to their customers. Their minimum sale is for \$3.95 for a gross of pencils — not imprinted — and many sales bring in over a hundred dollars each. These customers are repeat buyers over a period of many years, and they continue to buy by mail with confidence.

The company feels that it can't mail too often to their lists so an offer goes out to their customers once every two or three weeks and to their prospects every six to ten weeks. Their average customer spends \$10.00 on each order. If he doesn't make a repeat purchase in three years, he is dropped from the list. The prospect names are recompiled from scratch every year — parts of the list even more often. All lists are cleaned every three months.

Field Day for Testers

You couldn't dream up a more valuable medium for testing than this list. Its possibilities are limitless. It can first, of course, be tested just as a list compared to other lists. Although primarily a business list and therefore ideal for any business offer, it is also a list which has proved responsive to various consumer magazines, insurance and general merchandise.

You can test for regional responsiveness. You can find out which section of the country produces better results for you. You can control your mailings so that you can either achieve coverage of all businesses, or you can concentrate your efforts in certain areas or even certain cities. You can experiment to see if large or small cities do best or whether rural or urban areas respond better. Incidentally, this company finds that they have a higher proportion of buyers to prospects among the smaller towns than in the large cities. For this reason they completely eliminate New York City.

You can test whether very recent buyers are more responsive than those who purchased some time ago. A group of 35,000 to 40,000 very new customers are accumulated before being merged with the main list.

You can test a special group of professional men totaling about 300,000 names of doctors, dentists, veterinarians, accountants, lawyers and architects. You can split this group into established men and those with newly hung shingles.

You can make all kinds of elaborate copy tests — tests of offer — tests of price, — tests of format.

Market Research

The list can also be used for market research. What you learn with this list as a test medium, you can apply to your use of other lists which are not large enough to enable you to do such elaborate testing. You can find out if new or established businesses are better prospects for you. New businesses have different needs from those of established companies, so a group of about 800,000 new firms are always kept separate from the main list of prospects. Businesses which move have similar needs to those which are just starting, so these names are merged with new businesses. About 16% of this group represent companies which move. Since ours is an expanding economy, the chances are that these companies are moving to larger quarters and have not only new but more needs.

Here is one list owner who will cooperate to the utmost in helping you test as elaborately as you wish. The addressing rate is only \$15.00 a thousand for most of the categories. Just give us a ring or drop us a note and we'll give you all the information you need to cash in on a successful mail order operation.

Arthur M. Kauf

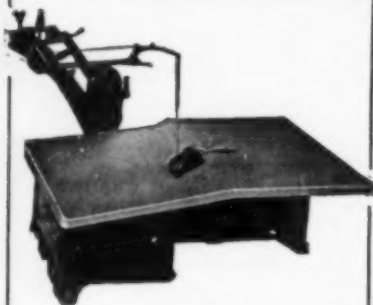
President

NAMES UNLIMITED, INC.

352 Fourth Avenue Murray Hill 6-2454 N. Y. 10, N. Y.

Charter Member National Council of Mailing List Brokers

CUT YOUR MAILING COSTS! SAVE TIME... AND MONEY! WITH THE SAXMAYER No. 6 TYING MACHINE



Newest model of the Saxmayer line — high speed Model No. 6 — is this highly efficient **general purpose** tying machine. Especially suited for tying mail in direct mail departments — the Saxmayer No. 6 is attractive, with black crinkle coated body and white porcelain top — efficient, does not waste time.

The Saxmayer No. 6 features **simple construction** — all working parts interchangeable; **safety** — automatic releases where needed; and **versatile** — adapted to general purpose tying of various size bundles in any sequence up to 6" high without adjustment.

A portable table model — the Saxmayer No. 6 can be equipped with adjustable legs and casters at a small additional cost.

Whatever your tying problem there's a Saxmayer to meet your requirement. Write for illustrated folders.

DEPT. A

**NATIONAL
BUNDLE TYER COMPANY**

Blissfield,
Michigan

Short Notes CONTINUED

□ **SORRY TO HEAR** of the untimely death of Carl Hillman who passed away on July 29th. Carl was direct mail promotion manager of Curtis Publications in Philadelphia . . . and best remembered for his famous direct mail training "triangle": Good List-Good Appeal-Good Product. The direct mail fraternity has lost a brilliant planner who will always be remembered when his triangle is put to good use.



□ **PUZZLER OF THE MONTH:** Reprinting here (in its entirety) a mimeographed post card we received from William R. Sullivan, 720 W. 10th Pl., Los Angeles, Calif.: "Until a solution is found for our traffic problems, it can be helped by keeping more cars off the highways, by being more particular about who gets a drivers license." Nothing else on the card except the address. We can't figure out whether Sullivan works for a bus company or is just a frustrated L. A. pedestrian.



□ **SLOGAN OF THE MONTH:** A new gimmick called "Sports Seat" is a collapsible, corrugated fiberboard back-rest stadium seat . . . offered as an imprinted advertising medium by Sport Seat Co., Box 213, Columbus, Miss. The seat is used by bleacher fans as a portable semi-cushioned seat and back rest. A good give-away item at ball parks, etc., for advertisers. At the top of the letter telling us about it was a heading we nominate as "slogan of the month". It read: "Sports Seat Is Tops For Bottoms".



□ **H. R. 569** (An Act to authorize the Postmaster General to impound mail in certain cases) is getting some stiff opposition from direct mail circles. The Act, recently under consideration by the Senate Post Office and Civil Service Committee, is supposed to be the answer to the problem of "cleaning up the mails". It would give the PMG the power to impound any mail he thought was not "in the public interest". Just like that. At the committee holding hearings on H. R. 569, DMAA managing director George Ramage rightly blasted the proposed ruling by telling the committee "As business men, we are against clothing any man or department with the authority to wipe out or close down over night any business that in his opinion is worthless, fraudulent, lewd or obscene. Our association opposes this type of material in the mails or else-

where. We fight it continually and our group will fight for any fair bill with teeth which will successfully bar harmful mailings; but we are vigorously opposed to hit-and-run censorship. It may put companies out of business at the whim of the Postmaster General without the issuance first of the fraud order. This vicious practice would deal the death blow to many innocent companies whose material does not appear to please the Postmaster General . . ." We agree with George 100% that H. R. 569 is a dangerous step toward biased censorship . . . certainly not the right way to "police" the mails. Post office inspectors and Better Business Bureaus do a good job in ferreting out obviously shady operators. What is needed are more severe penalties and heavier fines for convicted frauds. But not a one-man witch-hunt that might injure innocent victims.



□ **"MISS CALENDAR GIRL OF 1954"** is being selected by members of the Art Director's Club of Washington, D. C.



The contest is sponsored by the Advertising Specialty National Assn., representing more than 300 manufacturers and jobbers. Handling preliminary screening of hundreds of entries are (left to right) Paul Hoffmaster, magazine illustrator; Gene Hoover, art director of Henry J. Kaufman & Associates; and Leo Hershfield, *Saturday Evening Post* cartoonist. Final selection of "Miss Calendar Girl" will be made by TV star Liberace; painter Ben Stahl; and Bruce Downes, editor of *Photography* magazine. The winning model will be crowned at ASNA's Specialty Fair to be held in Chicago on Sept. 18-21.



□ **CURRENT PRODUCTION**, Cunningham & Walsh, Inc.'s king-sized, success-story magazine, got an impressive face lifting with the latest issue . . . making it one of the best agency promotions we've seen in a long time. The "new" *Current Production* copy approach speaks directly to the businessman, using businessman's terms rather than the usual agency technical jargon of ad-



... culled from more than 3 million business firms in the U. S.

If your market is in the American business community we can prepare a mailing list for your needs and to YOUR specifications.

You can choose

Size	Rated from \$5000 to over \$1,000,000
Kind	Manufacturing, wholesaler, retail, etc.
Industry . . .	Furniture, textile, chemical, etc.
Geography . .	State or regional area
Title	You select the title most applicable to your promotion . . . president, treasurer, purchasing agent, sales manager, etc.

MANUFACTURERS

If you are a manufacturer of products for business, selling through dealers, we provide mailing lists for dealer-promotion on a national basis.

If you would like additional information . . . write . . . or look us up at the convention.



CREATIVE MAILING SERVICE, INC.

460 NORTH MAIN STREET • FREEPORT, N. Y.

Freeport 9-2431



If you've ever been to a circus you know that the splashes of color of the clowns catch the eye. So does color on envelopes! An eye-catching envelope is the best device to get your mailings **OPENED AND READ** for sure-fire **SALES RESULTS!** And color will do it. Cupples' Personalized envelopes created by our Art and Color Departments will make your sales soar. Call our representative today. Look over the Personalized Envelopes we've created for thousands of satisfied sales-minded concerns. Then let us do the same for you. Other offices are in: Boston, Washington and Philadelphia.

Cupples
envelope co., inc.
360 Furman Street • Brooklyn 1, New York

Short Notes CONTINUED

vertising. It traces several C & W campaigns, most outstanding of which is the planning and execution of a sales campaign for Narragansett Brewing Co. that resulted in dealer rationing of the beer because of "sell out" demand. Picture treatment in the 12 $\frac{1}{4}$ " x 15 $\frac{3}{4}$ " magazine gives plenty of impact to the case histories . . . particularly a double spread about the "Man from Cunningham & Walsh" and his annual stint behind the retail counter. Beautiful job!



□ "BETTER PUBLIC UNDERSTANDING OF ADVERTISING", Advertising Federation of America's multi-million dollar institutional campaign, is getting added support from the DMAA. With other media already donating millions of dollars worth of advertising to promote the industry-wide project, the DMAA is kicking off its initial effort by offering a postage meter indicia to promote the campaign theme "Advertising Benefits



Everyone" (see cut). Two sizes are available, 1 $\frac{1}{4}$ " and $\frac{3}{4}$ " widths, and are available at cost to all business firms using postage meters. The DMAA committee working with AFA on the project includes Richard Messner, Marbridge Printing Co.; Fred Pinkerton, Reinhold-Gould Co.; and Charles B. Konselman, A. & M. Karagheusian Co. DMAA president Larry Chait, director of list research, Time, Inc., reports that direct mail enclosures and special material for house magazine editors will also be available. Write to DMAA Headquarters at 381 4th Ave., New York 16, N. Y. for more information.



□ STORY, BROOKS & FINLEY, INC., newspaper representatives for the Miami (Fla.) *Herald* at 123 S. Broad St., Philadelphia 9, Pa., used an effective format to tell potential advertisers how the *Herald* affected buying habits of Miami summer trade. S, B & F's Promotion Dept. had Tom Connelly of the Connelly Organization (1010 Arch St., Philadelphia 7, Pa.) print the lengthy Miami tourist statistics on a 2 $\frac{1}{2}$ " wide strip — 60" long. The strip was rolled up around a gold wrapper reading: "Gold Coast News" . . . and attached to a mailing tag imprinted with "Here, rolled up in

start a new gold rush for your product

Use M-J
Old Tavern
Metallic Papers
for packaging
and printing



M-J Fine Papers
Wardrobe Mirror Finish
M-J Postcard and Cover
M-J Supercover
Guaranteed Print
Guaranteed Papers
Reform Reproduction Paper
Ward Heat Seal



What impels people to cross continents, wander dry, dusty deserts, or climb forbidding mountain slopes? The glitter of gold . . . the sparkle of silver.

This same emotion can lure a woman to a perfume counter or make a busy executive look at a direct mail piece.

When you want to attract people to your package or printed piece, use an M-J Fine Paper like Old Tavern Gold or Platinum. It's stocked in both label and gummed weights, sizes 20 x 26, and also in 10 pt. cover.

McLaurin-Jones Fine Papers

McLAURIN-JONES COMPANY • HEADQUARTERS: BROOKFIELD, MASS.
MILLS: BROOKFIELD & WARD, MASS. • GRAND RAPIDS, MICH. • HOMER, LA.
OFFICES: NEW YORK • CHICAGO • LOS ANGELES • CINCINNATI



Short Notes CONTINUED

one package, is an amazing summer market waiting for you." The piece makes an excellent format for making long copy seem short.



□ **THREE FALL CONVENTIONS** have been scheduled for the American Assn. of Advertising Agencies . . . covering Eastern, Central and Pacific regions. Here are the dates: *Pacific Region:* Sept. 26-29 at the Hotel Del Coronado, Coronado, Calif.; *Central Region:* Oct. 14-15 at the Hotel Drake, Chicago; and *Eastern Region:* Nov. 22-24 at the Roosevelt Hotel, New York, N. Y. An East-Central Region Convention for members in Mich., Ohio and Pittsburgh will be held in Detroit late in Oct. Write to A. A. A. headquarters at 420 Lexington Ave., New York 17, N. Y. for complete information.



□ **A TWO-DAY NATIONAL SALES JAMBOREE** for Strunk Equipment Co. distributors and their wives made a



unique sales meeting last month at the company's 350-acre manufacturing farm near Coatesville, Pa. Purpose of the jamboree was to unveil the new Strunk "Speedemon" chain saw . . . lowest-priced saw of its kind. Although a manufacturer for only three years, young president Leonard Strunk has caused quite a buzz in the power tool industry with his manufacturing and merchandising developments. The 36-year-old industrialist packs showmanship into his sales meetings, too. Distributors were wine and dined through a complete two-day "show", complete with models dressed as farmerettes and a dramatic entrance of a helicopter which whisked the first "Speedemon" off the production line to Strunk's alma mater, Clemson College at Clemson, S. C. Advertising plans for "Speedemon" were outlined by Bob Arndt, executive vice-president of Strunk's agency, Arndt, Preston, Chapin, Lamb & Keen, Inc., Philadelphia.

PENINSULAR PAPERS

JUST RIGHT for DIRECT MAIL



Especially Tuscan Cover... a stock that will give substance to your direct mail. Use it to give a slim booklet an important feel. As a Cover, you can't beat Tuscan Double Thick.

Tuscan (in white and eleven colors) can be used as booklet body stock to give it bulk; for calendars, menus, post cards, folders and broadsides. Tuscan's available in a wide range of weights and in several sizes. All antique finish.

A Tuscan Cover sample book is yours for the asking. Be sure you have one in your paper sample file.



PENINSULAR PAPER COMPANY • YPSILANTI, MICHIGAN

Send me a Tuscan Cover sample book. And a list of nearby merchants who can supply sample sheets and dummies. Would also be interested in seeing () Zamora Cover; () Duplex Cover; () Pab Cover.

Name _____ Title _____
Company _____
Address _____
City _____ Zone _____ State _____



CONVENTION TIME-TABLE



Hotel Statler, Boston — October 13 to 15

Attendance not limited to members.
Any user of the mails may attend by paying regular registration fee.

Wednesday, Oct. 13

8:00 A. M. Leaders breakfast. Best of Industry Award Winners in the Bay State Room (by invitation only). Chairman of Judging Committee: Reginald Clough, *Tide Magazine*. R. C. Strawbridge, Dickie-Raymond, Inc., presiding.

9:30 A. M. Canadian Caucus in Room 40.

10:00 A. M. Annual Meeting in Ballroom Royer. Lawrence G. Chait, DMAA president, presiding.

Report of Nominating Committee.

Election of Board of Governors.

Report of Ethics Committee. Chairman: Jesse S. Roberts.

First showing of new DMAA sound slide film titled "How You Can Make Direct Mail Pay". Includes 10 Best of Industry case studies.

Wives' Morning Activities: Bus tour of Freedom Hall (Boston Historic Spots), followed by lunch at Old Union Oyster House in Boston's famous market district.

11:30 A. M. Luncheon Speakers' Cocktail Reception in Boston Advertising Club Room (Room 428).

12:00: Opening Luncheon in Imperial Ballroom. George D. Olmsted, Jr., president of S. D. Warren Co. and general convention chairman, presiding.

SPEAKERS:

1. Lawrence G. Chait, Time, Inc., and DMAA president presents the president's greeting.
2. "Greetings From Massachusetts" by the Honorable Christian Herter, Governor of the Commonwealth.
3. "Boston Welcomes You" by the Honorable John B. Hynes, Mayor of the City of Boston.
4. "Putting The 3-D Sales Punch Into Direct Mail Strategy" by Albert N. Sears, vice-president of Remington Rand, Inc.

Afternoon: More Profits and Prestige Through Creative Direct Mail session in the Imperial Ballroom. Introduction by Jim Mosely, Mosely Mail Order List Service, and chairman of the Program Committee.

HOW THEY DID IT: Case history presentation of three successful users of direct mail. Robert Maxwell, advertising manager, New Holland Machine Co., presiding.

1. "How We Put Across a New Product Direct by Mail" by Henry Reis, Jr., assistant sales manager, Electric Typewriter Div., International Business Machines.
2. "Getting Interest With Interesting Letters," by Helen Murray Hall, manager, Advertising and Promotion, National Broadcasting Company, Western Division, Hollywood.
3. "How We Get And Develop Dealers Direct By Mail" by Robert E. Childers, president, Childers Manufacturing Co.

Wives' Afternoon Activities: Bus tour of Cambridge, Lexington and Concord, M.I.T. and Harvard University; Ware Collection of Glass Flowers; Longfellow, Emerson and Thoreau, Louisa Mac Alcott homes, etc. Wives are also invited to the evening cocktail party below.

Evening: Get Acquainted Party and Board of Governors Reception in the Ballroom. Donald Segal, S. Cupples Envelope Co., chairman of Convention Hospitality Committee and Host.

Thursday, Oct. 14

HOW WE DO IT: General Chairman: Arthur W. Theiss, vice-president, Patriot Life Insurance Co.

9:30 A. M. To 4:30 P. M. *The Market Place* in the Ballroom. Chairman: Robert Fenton, assistant circulation director, Street & Smith Publications.

Circles of Information held in the Ballroom Foyer. Chairman: Charles V. Morris, Henry Lindenmeyer, Inc.

There will be a mid-morning coffee break and luncheon recess for both of these sessions.

Wives' Morning Activities: A tour of Isabella Gardner Museum in Boston's Fenway . . . by bus to Whitman. Followed by lunch at the famous Toll House (Ruth Wakefield, hostess).

12:00: *Associated Third Class Mail Users Luncheon* in the Bay State Room.

Tickets for this luncheon are not included in the registration fee for the DMAA Convention. They may be obtained at the special A. T. C. M. U. table near the registration desk or in the Bay State Room lobby.

4:30 P. M. Second showing of the new DMAA sound slide film titled "How You Can Make Direct Mail Pay".

Wives' Afternoon Activities: Following luncheon at the Toll House, the group will return along the scenic South Shore route through Cohasset, Scituate and Quincy, birthplace of the presidential Adams and Daniel Webster. Wives are also invited to the Boston Sea Party below.

Evening: Boston Sea Party (lobster dinner and entertainment) in the Imperial Ballroom.

Concert by the Boston Pops Symphony Orchestra, Arthur Fiedler, conducting, will begin at 8:30 p.m. in the Imperial Ballroom.

Friday, Oct. 15

9:00 A. M. HOW YOU CAN DO IT: Essentials of successful direct mail advertising in the Ballroom Foyer. Chairman: John A. Smith, John Smith & Staff. Co-chairman: Jane B. Sands, J. B. Sands Co. This session will include the following topics:

1. "Finding Your Market And How To Test" by Lloyd F. Wood, business manager, National Wildlife Federation.
2. "How To Develop The Right Appeal" by Joan Koob, president, Steiner & Koob.
3. "Successful Letter Writing" by Prof. John Maguire, Div. of Business English, University of Illinois.
4. "How To Create Direct Mail Copy" by Norman M. Focht, Beaumont, Heller & Sperling.
5. "Summary and Case Study" by John A. Smith, chairman.

MAIL ORDER PANEL in the Main Ballroom. Chairman: Frank M. Herbert, Jr., circulation manager, Atlantic Monthly Magazine. This session will include the following topics:

1. "The Strategy Of Getting New Business Direct By Mail" by Frank M. Herbert, Sr., former circulation manager, Reader's Digest; Robert Skinner, assistant circulation manager, *McLean's Magazine*; and Charles Sherman, vice-president, Double-day & Co.

2. "How We Get More Business From Present and Former Customers, Direct By Mail" by John Robinson, Colony Hall Style Club; T. V. Bihler, director of circulation, *Journal of Commerce*; and Miriam Sunderland, Vermont Crossroads Store.

CREATIVE DIRECT MAIL COPY PANEL in the Bay State Room. Chairman: Orville E. Reed. This session will include the following topics:

1. "How To Find And Present 'Benefits' To A Prospect" by Robert Roderick, Popular Mechanics Magazine.
2. "The Importance Of The 'Offer' And How To Write It" by Robert Stone, president National Research Bureau.
3. "How To Keep A Reader's Interest And Make Him Read" by Max Ross, Old American Insurance Co.
4. "Motivation: How To Write Copy That Whets The Desires For A Product Or Service" by Meral A. Fox, Fox Advertising Agency.

Third Showing of the new DMAA sound slide film titled: "How You Can Make Direct Mail Pay".

11:45 A. M. Luncheon Speakers' Cocktail Reception in Boston Advertising Club Room (Room 428).

Wives' Morning Activities: Free for shopping or visits to places of personal interest. Wives are also invited to the wind-up luncheon with convention delegates below:

12:15 P. M. *Closing Luncheon* in the Imperial Ballroom. George D. Olmsted, Jr., president of S. D. Warren Co. and general convention chairman, presiding.

Introduction of new DMAA President.

Presentation of the President's Plaque.

SPEAKER: "Where Do We Go From Here" by Ralph J. Watkins, director of research, Dun & Bradstreet.

Close Of Convention

Note: There are several scheduled plant trips in the Boston area from which a choice may be made.

*this ad wasn't written—
it happened!*

if your company uses any direct mail, these facts deserve your attention

In three succinct statements, here is indisputable evidence that a letter mass-produced by the exclusive James Gray *Executive Type* process *cannot* be distinguished from an individually typed letter: —



1. From the Assistant Postmaster General, Washington, D. C., a letter recently received by the Postmaster, New York, New York, questioned the mailing at third class rates of certain James Gray *Executive Type* letters described as "produced one letter at a time, as in the case of matter written by hand or on the ordinary typewriter."



2. The Office of the Postmaster, New York, New York, took steps to collect the difference assumed to be due on these *Executive Type* letters mailed at economical third class rates but, supposedly, "subject to 3¢ each, at the first class letter rate, on account of being typewritten."



3. James Gray Inc. proved, to the full satisfaction of the Post Office, that these letters were not individually typewritten but were printed letters produced by the exclusive James Gray *Executive Type* process... by the thousands... and were in complete compliance with postal regulations for third class mail.

You can achieve the double economy of mass-produced sales letters mailed at third class postage rates by using the *Executive Type* process, developed as an exclusive service of James Gray Inc., and still benefit thru the increased pulling power of a personalized mailing piece that *cannot* be distinguished from costly, individually typed letters.



JAMES GRAY INC.

216 East 45th Street
New York 17, New York
MUrray Hill 2-9000

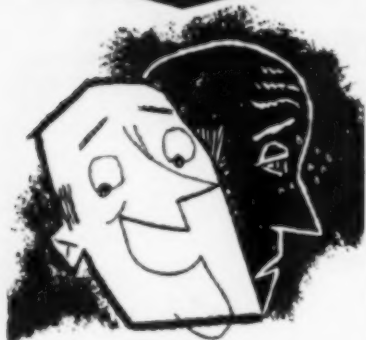
TAKE THIS SIMPLE STEP to learn how you can make the best use of the *Executive Type* process: simply mail this coupon for the portfolio, "Evidence," that contains actual examples of the James Gray *Executive Type* letter.

James Gray Inc. Dept. ET
216 E. 45th St., New York 17, N. Y.

I'D LIKE TO SEE FOR MYSELF—please send me, without obligating me in any way, your "Evidence" portfolio with examples of the *Executive Type* letter.

NAME _____
TITLE _____
COMPANY _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

How to cure
mail advertising
headaches-



Save \$\$\$ for only 25¢ with

COLUMBIA ENVELOPE KIT Plus Mailing Cost Calculator

QUICKLY SHOWS:

- Cost of any direct mailing
- Cheapest method of handling
- Cost of production and mailing
- 12 ways to improve results
- Proper envelope selection

Another Columbia feature, the *Aristocrat Side Seam Envelope*, permits printing entire back of the envelope without seam interference. Columbia's design studio and complete manufacturing facilities assure speedy delivery of orders in any style, color or size, tinted, striped or embossed.

COLUMBIA ENVELOPE CO.

2019 N. Hawthorne Ave.,
Melrose Park, Ill.

Specialists in Envelopes Since 1911

Columbia Envelope Co.

2019 N. Hawthorne Ave., Melrose Park, Ill.
Please Rush new Kit and Calculator
today, 25¢ enclosed.

Name _____

Firm _____

Address _____

City _____

Zone _____ State _____



M.A.S.A. CONVENTION TIME-TABLE

Hotel Statler, Boston — October 9 to 12

Attendance limited to members and prospective members, creators
and producers of direct mail.



Saturday, Oct. 9

9:00 A. M. Greetings, Welcome and Present Exhibitors. Exhibit Chairman: El Roos.

10:15 A. M. PANEL 1: *What's Your System?* Chairman: H. A. "Hal" Mitchell. PANEL 2: *How I Sell Direct Mail*. D. W. "Don" Hacker.

12:00: "Welcome To Boston" Luncheon. Keynote Speaker: Wallace G. Strathern, assistant director of industrial relations, Eastern Gas & Fuel Associates.

2:00 P. M. PANEL 3: *Better Mimeographing For Better Profit*. Chairman: Earl N. Samuelson. PANEL 4: *Creative Advertising Session*. Chairman: Eric Smith. PANEL 5: *Make Money With Mailings*. Boston M.A.S.A. Chapter.

4:00 P. M. M. A. S. A. Business Session & Election. Presiding: Paul Krupp, M. A. S. A. president.

7:00 P. M. M. A. S. A. Dinner Dance & Entertainment at the Statler Hotel.

Sunday, Oct. 10

8:15 A. M. Buffet Breakfast.

9:00 A. M. Awards.

9:30 A. M. PANEL 6: *Parade Of Profit-Making Ideas*. Chairman: E. M. Pittinger.

10:45 A. M. PANEL 7: *Offset Printing Session*. Chairman: Bernard Rosenstadt. PANEL 8: *Automatic Typing*. Chairman: Francis C. Andrews. PANEL 9: *Phone Answering, Stenographic And Typing Service*.

2:00 P. M. Guided Bus Tour of Boston historic points of interest. (Buses will load at 1:30 P. M.)

7:00 P. M. Tour of Boston's Lettershops.

Monday, Oct. 11

8:45 A. M. PANEL 10: *Know Your Costs*. Chairman: Louis M. Hinderstein.

10:45 A. M. PANEL 11: *Multigraphing — Always!* Chairmen: Harvey Miles and J. J. Baylson. PANEL 12: *Mailing Lists Build Your Business*. Chairman: Rose L. Rashmir. PANEL 13: *What To Do "TIL The Artist Comes*. William J. "Magic Bill" Wahl.

1:30 P. M. PANEL 14: *Mechanical Addressing*. Chairman: Anne Smith. PANEL 15: *Organize Your Shop*. Chairman: Les. W. Gaupp. PANEL 16: *Advertise Your Own Shop*. Chairman: Richard W. Smith.

3:00 P. M. PANEL 17: *What's Your Answer?* Chairmen: Jack Gold and Jeannette Robinson Hinderstein.

7:00 P. M. M. A. S. A. Dinner at Steuben's Restaurant . . . followed by floor show and dancing.

Tuesday, Oct. 12

9:30 A. M. PANEL 18: *Pamper Or Push?* Chairman: John D. Yeck.

10:45 A. M. PANEL 19: *The Baker's Dozen Of Service Pays Off*. Chairman: Lewis L. Fink. PANEL 20: *Postal Regulations*. Chairman: Edward N. Mayer, Jr. PANEL 21: *When Should I Buy Equipment — And What?* Chairman: R. P. "Rube" Banks.

12:00: M. A. S. A. Luncheon. Presentation of the Miles Kimball Award, highest honor in the direct mail advertising field.

1:00 P. M. M. A. S. A. Speaks!, Conference Summary and Preview Of 1955.

3:00 P. M. "Round-Up" Bull Sessions And Answer Clinics on Mailing, Mimeographing, Offset Printing, Costs, etc.

Close Of Convention

PAPER is the base
of ^{his} the
job



TICONDEROGA TEXT

A paper that makes the best of fine letterpress and offset printing. Watermarked Ti-Text is the choice for quality work at low cost... the logical paper for booklets, programs, announcements, and similar literature. Available in seven wanted colors, plus Cream and Brite White... laid or wove finish, plain or deckle edges. Choice of 60 lb., 70 lb., and Cover weight... envelopes to match.

THE PRESSMAN is the "makeready" man... checks ink, paper... his job is to make a good impression.


International Paper COMPANY

FINE PAPER AND BLEACHED BOARD DIVISION

220 East 42nd Street, New York 17, N. Y.

The Epicures' Club



Fine Foods for Gracious Living

Fine Gifts for Gracious Giving

ELIZABETH, NEW JERSEY Tel. ELIZABETH 4-4400

July 15, 1954

Mr. E. W. Proctor, Jr
Guild Company
160 Engle Street
Englewood, New Jersey

Dear Ed:

There's a growing tendency these days on the part of list brokers and others to make a special effort to ascertain the accuracy of the list information sent out to prospective list renters. This is all to the good.

Your "Certified" idea seems to me to be a very practical way of accomplishing this objective with a minimum of fuss and bother to the list owner, and a large measure of protection to the list buyer.

My feeling is that when the list owner attests to the accuracy of the information you send out on his list, you have very largely eliminated the possibility of inaccurate or incomplete information going out to a prospective renter of that list.

For these reasons we feel we can test with confidence any list information cards sent out from your office which are stamped "Certified".

Cordially,

Jack McDonnell
President

JMcD:LW

A Reporter feature study:



HOW TO THINK ABOUT INDUSTRIAL DIRECT MAIL

by Henry Hoke

How to think about industrial direct mail? How to think? How? Writing those words reminds me that this is where the record started. This is where I came in. If it hadn't been for an accidental encounter with industrial direct mail, this reporter might be enjoying a life of relative ease in some other less headachey profession.

In order to clear the air on a confused subject, and also to remind newcomers and old-timers that we can all make mistakes in the process of learning anything . . . I want to quote from a book written in 1946, called *Dogs That Climb Trees*. It is a collection of anecdotes I had been telling students about things that had happened in the past to teach lessons in direct mail. Students it seemed were tired of dry speeches about advertising . . . so I tried to give them a

slightly humorous but truthful approach, even though the joke was on the teller.

Early chapters told about getting to like letters in school; helping to pay tuition through Pennsylvania by writing love letters (for a fee) for other students; brief experiences in manufacturing plants . . . and the search for a job during the bad days of 1919. I wanted to get into selling or advertising, or something along that line.

The best thing I could land in Pittsburgh at the time was a \$30-a-week job as office manager for the district office of a water purification outfit. The office manager title didn't mean a thing for I was the only worker in the office. I was the combination stenographer-office boy. All the rest were salesmen out calling on coal

mines, steel mills and other tri-state area plants which had to put the filthy water of the rivers through their boilers. The future for me and mine looked just about as clear as the muddy waters of the Monongahela or the Allegheny.

There followed one short interval when this neophyte got bitten by the "mail order" bug. Tried to start a "mail order business" at home selling a new "revolutionary" can opener for fifty cents per by mail. The campaign was a terrific flop, a financial catastrophe . . . for many reasons only too obvious after the years rolled by.

But now . . . please read chapter five of *Dogs That Climb Trees*. It will help set the stage for all that follows. Remember . . . this happened in late 1919 and early 1920.

Reprinted from . . .

Dogs That Climb Trees



Pandora's Box

I gradually forgot the sting of the can opener defeat, and tried to keep myself interested in the clerical details of a water purification sales office. There wasn't much to do.

My boss and his salesmen were running around visiting customers and prospects. Mostly, I wouldn't see any of them until Saturday morning when they would all get together for a sales confab which usually degenerated into a gripe session over some sonofasobno in some plant who gummed up the works and prevented one of the salesmen from landing a big order.

There was very little mail into or out of the office. Clerical details consisted mostly of sending orders to the factory and writing letters asking why the orders hadn't been shipped or when they would be shipped, or if they had been shipped why the right material hadn't been shipped. The salesmen always blamed the factory for all disasters and for their own failures.

One day I asked the boss why he didn't write some letters to his customers or his prospects . . . instead of wasting his energy rushing around all over the map. He gave me one of those condescending smiles as if to say: "You'll learn the facts of life

some day when you grow up." I had discovered that the boss, even though he could make a swell sales talk, couldn't write a letter. He got all balled up. His tongue froze to his words. That was one reason for confusion between sales office and factory.

No one could write clear letters. There were double meanings in most of the instructions.

So another day, with nothing else to do in the office, I knocked off a couple of letters to executives in companies which had never bought any of our "wonderful water purification material." I had heard the salesmen and the boss talking about the product and about the companies in question. I had read all the informative material and the instructions on the product. I had seen the system working in a few nearby plants.

I wrote some very simple appeals in the style of the boss' talk. I quoted some testimonials that had come in, unsolicited. I didn't show the letters to the boss but I signed his name . . . and mailed them.

Within a few days a reply arrived from one of the men who had received my letter. It asked the boss to call, have the water in the boilers tested, and to make recommendations. When he saw the letter he nearly jumped out of the chair. Wanted to know what it was all about. So I showed him the letter I had written . . . thinking I might be fired.

But the boss kept quiet. He made the call and eventually landed a big order. He raised my salary five bucks a week and suggested that I try writing a few more letters. Which I did. Some of them worked. Some of them didn't. But the mail coming into the office began to get a little heavier. There were actually a few letters once in a while asking that a salesman call around at such-and-such plant.

So I began to see that letters could be used to save salesmen's time and travel. Letters could be used to pave the way for sales.

One day, again without anything in the office to do, I sat myself down and wrote twelve entirely different letters about this water purification system. Each letter had one dominant sales point. Each letter drove hard for an inquiry or for a request that the water be tested and that recommendations be made. I used a few trick opening paragraphs . . . an idea which I had discovered in a book about letters in the public library. You know . . . starting each letter with a short but pertinent story.

I carefully typed my twelve letters on the company's stationery, addressing them to one of the best prospects on the boss' list. In the meantime, I had checked over the salesmen's report cards and had made up a list of all the firms which were being visited. I compared this with a directory of industrial plants in the area, added the names the salesmen were missing . . . and discovered that we had approximately 1,900 worthwhile prospects.

I waited until Saturday morning . . . then showed the boss and the salesmen the twelve letters and the list. There was a horse laugh from one of the salesmen: "Imagine doing a he-man selling job with a lousy letter." But the boss and a couple of the salesmen were impressed by the answers received from some of the personal letters. After a lot of discussion the boss told me to go ahead. I had suggested that we have these letters multigraphed and that we could do the mailing work in the office. The idea was that we'd mail out one letter a month to all the names on the list and we'd keep on mailing month after month whether we got answers or not. I claimed that even if we didn't get answers, the letters would help pave the way for the men who made the physical calls.

The next Monday morning I called a lettershop and got some prices. They didn't seem so very high. The boss had told me to go ahead, and I didn't want him to change his mind. So without asking his advice I gave

the lettershop the order for the whole year's campaign. I told them to run 1,900 copies of each of the twelve letters . . . and ordered the letterheads, envelopes and return cards required. Incidentally, most of the letters were either two or three pages long, because I had a lot of information to put across and I wanted to include testimonials and case histories. (I hadn't learned that such information could be put in a separate informative circular.)

When the lettershop delivered the packages containing the 12 times 1,900 letters, envelopes and return cards there wasn't room in the office to store them. When the boss saw the bill he nearly dropped dead. He couldn't fire me very handily because then he wouldn't have known what to do with the letters.

So I set out to address the first set of envelopes and get the letters into the mail. I worked night and day. I had not realized how long it took for one man working alone to address 1,900 envelopes, to fold and insert 1,900 letters, to seal and stamp them and get them into the mail. I was sick at heart but I couldn't complain because I had started the mess.

Remembering the can opener catastrophe, I was afraid to go into the office in the mornings after the letters were mailed.

But glory be! . . . that first letter clicked. Maybe it was the shock. At that time, not too many people were using the mails for that purpose. The recipients were not accustomed to getting appeals by mail. The inquiry cards started coming in. Not in droves, but enough to make the idea interesting to the boss and the salesmen. Within a short time, I had them running around in circles. I was running around in circles, too . . . trying to get time to write answers telling the inquirers when the salesmen would call, thanking them for the letter and so forth. Then some of the people who had gotten the letters and who hadn't had a visit from the salesman, began sending in bottles of water so that we could make tests. I had to take care of getting the samples tested and reporting on the results of the tests.

After several weeks of working day and night, I finally told the boss I needed an assistant. He, having just landed a fairly good order, agreed. That day I hired my first secretary . . . and was I a big shot! I put her to work getting the second month's mailing ready. I hadn't realized when I ordered the twelve letters run all at the one time that we would have to

weed out the people who responded to the first letter. So that was another job.

But the secretary and I managed to get out the second letter along about the right date, which had been multi-graphed by the lettershop from my original schedule. More inquiry cards kept coming in. More samples of water to be analyzed. The salesmen were pleased. Here at last they had found a way to have the gates opened for them. No longer did they have to shenaggle their entrance into the sacred presence of the chief engineer. All they had to do was show his inquiry card.

And then the salesmen wanted us to write special letters to pet prospects, or special followup letters after they had visited the man who had sent in an inquiry card. The office became a nightmare. Why had I ever thought of these blankety-blank letters? The secretary had struggled along trying to get out the third, the fourth and the fifth mailing . . . and do all the other work that had piled up in between. It wasn't long before I had to tackle the boss and ask him to let me hire an office boy to open the mail, pack water samples, run errands, and take the mail to the post office. Things got so bad that the boss and the salesmen had to spend less time on the road and more time in the office answering letters or writing to the factory.

In spite of all the hard work, I felt that this experiment had atoned in some manner for the can opener catastrophe. I had demonstrated that letters would work. And by the repeated mailings month after month, I was demonstrating that the effect of letters

is accumulative. But I had also come to the conclusion (another lesson learned in the hard way) that on a continuous campaign, the details of mailing should be left to a professional organization, such as a lettershop. By the time we got down to the fifth or sixth letter we were so hopelessly involved in details of handling the mail that we couldn't get the mailings out on time. I think it was about the sixth mailing when the campaign started collapsing. We couldn't get our list thoroughly checked. Only about half of the sixth letter went out. The rest were thrown away. A few of the seventh in the series were mailed. But the eighth, ninth, tenth, eleventh and twelfth were eventually scrapped because the office couldn't get them out in time to meet the date which had been multi-graphed so long ago.

I tried to save the situation by turning the job over to a lettershop but things were too hopelessly involved. However, in my frantic efforts to get rid of the work, I became acquainted with lettershop people and lettershop operation. I visited a few shops and saw the letters going through. I studied the prices and wondered why I couldn't do the same kind of work at less cost.

One day I told the boss I had found a solution . . . to all our problems. What we really needed in the water purification business was a lettershop. It wasn't right to expect a little sales office to handle the details of a complicated direct mail campaign.

I explained to him that if we had demonstrated that we could get inquiries for our own business through



letters, why shouldn't we start a letter-shop to turn out our own work and then show other people in different lines of business how they could do the same thing by mail.

At first the boss thought I was crazy, but then he got interested. He raised my weekly salary slightly (with a bonus promise) and told me to start figuring. I sure figured . . . in a hurry.

I showed the boss how we could install a little bit of equipment *on time payments* for a very modest sum. He suggested that instead of buying the equipment at once that I write a few letters to other companies and sound them out on the possibility of letting us do their letters.

Again I poured out my youthful enthusiasm into a selling letter. I checked the Pittsburgh directory and mailed a couple hundred letters to industrial firms in our immediate neighborhood.

The letter scarcely had time to hit the desks of the addressees before the phone rang and a voice asked that a representative call. I jammed on my hat and ran down the street. A very pleased executive casually handed me an order to get out 2,500 letters for him by the evening of the next day. Said he was glad to know he could get *such service* in the neighborhood.

No equipment. No nothing. But an order in my pocket.

I called the Multigraph Company and found that by "a lucky coincidence" they could deliver a multigraph machine that afternoon, which they did. My secretary had started addressing the envelopes. As soon as the machine arrived, Betty, Billie and I tried to set the type. None of us had ever fondled a multigraphing machine before. We worked nearly all night, but couldn't get the damn thing to work. The next day the multigraph salesman helped us to produce our first order. We actually got it into the mail on the deadline, (just ahead of midnight). Before going home, we proudly wrote out our invoice and duly mailed it. The production costs probably exceeded the amount of the invoice by five or six times. But we were in the letter shop business. Hurrah!

During the excitement of getting out that first order, another order had arrived . . . but we were too busy to analyze it. One of our neighbors wanted us to address and mail 100,000 calendars; to be packed in mailing tubes. His order casually mentioned that he was having his warehouse de-

liver the calendars and mailing tubes to us.

Did you ever see 100,000 mailing tubes and 100,000 large size calendars? I never had either.

The day after the production of the first order, the truckmen arrived. They wanted to know what to do with the crates. They had started hauling the crates up in the freight elevator and some of them were stacked in the hallway outside our very small office. We began piling tubes on top of filing cases and in the corners . . . but pretty soon the room was completely full. So was the hallway. So was the truck down in front. The building manager threatened to throw us out unless we cleaned up the mess at once. It was interfering with other tenants. What's more, the phone was ringing and a couple new orders were on the way.

The boss arrived back from a business trip at that inopportune moment and couldn't even see his desk . . . let alone find his mail.

He made a quick decision . . . or agreed with mine. He and I went out and rented a nearby loft in the next hour. We commenced moving within another hour. By nightfall we had rented, purchased or borrowed typewriters, hired extra help and were started on the job of getting out those bulky, unmanageable 100,000 calendars. The Lord only knows how much it cost to produce the job . . . but I know for certain that the customer got a bargain.



That, in a nutshell, was my first encounter with *industrial direct mail* . . . starting a turbulent sequence of thirty-five years of experience-getting in all phases of direct mail. Looking back . . . we can laugh at all the mistakes.

I still remember some of that industrial direct mail of the early twenties. Mostly stuffy letters to dealers notifying them of price changes. One favorite, large customer had a "campaign" to dealers which consisted of: (a) collecting over a period of a month reprints of every ad run in every trade paper; (b) stuffing (at month's end) a copy of each reprint into a bulging envelope; (c) mailing first class to every dealer. Nothing more. No letter. No explanation.

I've often wondered what in the world the dealers did with the dozen or more silent reprints. That particular customer has become, in the intervening years, one of the smartest and consistent users of highly-effective direct mail. A recent confidential report from one division revealed that as a result of a survey among dealers and distributors, the direct mail budget for 1955 is being increased by a whopping percent.

But I'm sorry to report that as a result of our past six months' survey . . . some industrial direct mail techniques and thinking *today* are just about as bad or worse than the stuff of 1920. For example, here's a case uncovered in an interview with a large and successful distributor (cannot reveal names):

The salesman for a manufacturer showed the advertising manager of the distributor some new product information folders. The distributor ordered several thousand. Along came a letter from the advertising manager of the manufacturer saying that the quantity was too large and would a couple hundred be enough. The distributor's advertising manager was burned up and called long distance. This was the essence of the conversation:

Distributor's Advertising Manager: "Why can't we have the folders we ordered?"

Manufacturer's Advertising Manager: "What do you want to do with them?"

D.A.M.: "Mail them to the prospects for the line, of course."

M.A.M.: "Why would you want to waste all that money on postage?"

D.A.M.: "It doesn't cost much at \$15 postage per thousand. We think it's worth it because we get results."

M.A.M.: "What?" (Practically screaming.) Do you mean to say you would mail *third class*? Absolute waste! Everybody knows that no one opens third class mail. All goes into wastebasket. We mail everything from the factory *first class*."

By that time the distributor's advertising manager was completely disgusted . . . and hung up. No mailing. The manufacturer's advertising manager didn't know he was talking to a distributor's advertising manager who happened to be wise in direct mail lore. Perhaps one of the best operators in the country. He lost business for his company by showing his lack of knowledge and lack of good sense. Such thinking exists right now.

So let's pitch in to *think* about present day industrial direct mail problems. Even though critical at times . . . we mean to be helpful.

DON'T STAND FOR ROLLER WRAP- AROUND



When a duplicating job jumps the rails — and the paper starts wrapping itself around the roller — resist the temptation to feed the operator into the hopper.

It's not her fault — and it very possibly is the fault of the paper.

You see, the tendency of paper to cling to the roller is caused by static electricity — just like the magnetism a comb picks up when it's rubbed vigorously. And, in paper, the effect of static electricity is reduced tremendously by paper with the correct moisture content.

All Eastern papers are moisture-controlled by scientific tests to make absolutely sure that the just right moisture content is maintained in every ream. The result? Smooth running, better looking duplicating jobs time after time.

If wrap-around is plaguing you, try one of these special moisture-controlled Eastern papers:

Atlantic Duplicator, Atlantic Bond, Atlantic Mimeo Bond, Atlantic Opaque, Manifest Duplicator, Manifest Bond, and Manifest Mimeo Bond. For sample packets or sheets, write:



ATLANTIC BOND Business PAPER



MADE BY EASTERN CORPORATION • BANGOR, MAINE

HOW TO THINK ABOUT INDUSTRIAL DIRECT MAIL

Section II:

WHAT IS THE INDUSTRIAL FIELD ?

For six months, we've been questioning members or officers of the National Industrial Advertisers Assn., advertising agencies, counselors, producers . . . either by letter or by personal visits to plants or offices. We've read all the books available which include "industrial advertising." No one seems to have any clear-cut definition of "what is industrial advertising?" or "who is an industrial advertiser?" I sent out hundreds of letters and was amazed at many of the answers which said, in effect, "Sorry we can't help for we do no industrial advertising or industrial direct mail." Yet I've seen the product literature of these same fellows on the shelves of mill and factory distributors. Others answered, "We don't use mail order . . . just a few printed pieces."

In order to clear up some of the confusion, I asked Leonard Raymond to discuss the terminology of "industrial direct mail" at a Dickie-Raymond Plan Board Meeting. Here is Leonard's report:

"We talked about your September feature story in Plan Board last week and found that no two people have the same idea of just where Industrial Direct Mail begins and where it leaves off. Some felt that all advertising directed to companies by other companies was "industrial". Others felt this was too broad, that there should be a third classification, perhaps called Commercial Direct Mail Advertising, to include all direct mail that isn't consumer or industry-to-industry stuff.

"Much disagreement here, but most of us are pretty much in agreement

on one thing. That it doesn't matter what type of direct mail advertising we're talking about . . . industrial, consumer, or whatnot . . . the fundamentals are pretty much the same. Even mail order, for example, isn't too much different when used in the industrial field.

"One of the most common faults in industrial direct mail is perhaps an over-use of ad reprints and not enough use of transmittal letters. Also much of it isn't specific enough . . . and helpful enough . . . and convincing enough through the use of case histories, etc. These are the same criticisms often leveled at industrial space advertising."

So, maybe we need some new descriptions . . . created by or for the Direct Mail Advertising Assn. or the National Industrial Advertisers Assn.

NIAA — "Active" And "Associate"

But first, let's try to find out . . . what is the industrial field and the place of direct mail in it.

The National Industrial Advertisers Assn. was born in 1922 as a merger of three small groups which had been meeting in New York, Chicago and Milwaukee. The total original membership was less than 100. Later (in 1931) this early NIAA setup was incorporated. It has now grown to about 33 chapters throughout the United States and Canada with a combined membership of 4,386 (as of July 30, 1954).

But these figures should be analyzed still further.

There are two classes of members:

- (1) *Active* (persons engaged in advertising and marketing to industrial, professional or technical fields) and
- (2) *associate* (employees of organizations directly serving the active membership in advertising work).

An official of NIAA reveals to us that fifty percent of the membership is in the associate category (consisting mostly of technical trade paper representatives, but including a small scattering of printers). The fifty percent active members break down into half advertising agencies and half industrial advertisers, which in turn average about two members per company. This would mean that in the entire NIAA membership of 4,386 . . . there are only 548 actual industrial companies compared with approximately 2,193 trade paper representatives.

We are not reporting this to depreciate the NIAA. Far from it. We just think the figures are interesting because they reflect an emphasis in possibly the wrong direction. Too much thought control by the sellers rather than the buyers or users of advertising. Possibly another reason why direct mail has not had very much of the spotlight at conventions and local meetings . . . although two polls of industrial advertiser members showed that the majority wanted more information about direct mail. That is, direct mail was *asked* for more than any other subject.

Several years ago, Arthur Tofte, advertising manager of Allis-Chalmers Manufacturing Co., was chairman of

the Direct Mail Research Committee of the NIAA. He surveyed the membership with a mail questionnaire and reported the findings at the Pittsburgh (1953) Annual Convention. Arthur bemoaned the fact that he received replies from only one third of the member companies . . . but if he sent the questionnaire to *all members*, he received a fine response because the agencies and trade paper people couldn't be expected to answer the detailed questions.

Some Revealing Figures

Arthur Tofte's survey revealed some interesting figures, which we can insert here even though slightly out of place for logical thinking:

Of the companies responding: 94% use direct mail; 6% said they didn't. (But possibly didn't understand the term). 64% spend less than one-fifth of their budget on direct mail; 7% spend more than half. (Several Reporter surveys indicate that industrial budgets average around 35% for direct mail. But many industrial advertising managers do not, in accounting, class catalogs, house magazines, product literature, etc., as direct mail.) 81% of respondents classified direct mail as "advertising"; 19% said it was sales promotion.

Only 8% have a separate direct mail department; but 52% said they do all the planning and creative work, while only 7% have it all done by outside agencies. 17% said they tried to do some direct selling with direct mail. 60% use direct mail for institutional advertising.

Only 4% ask dealers or distributors to pay full cost of direct mail helps; 17% ask for sharing of cost; 31% make no charge at all. 33% had no dealers.

70% develop and maintain their own lists (with salesmen's prospects and customers' records leading as sources).

68% said they are "attempting" to measure results from direct mail, while only 17% had ever conducted a test or survey to determine readership of their direct mail. 61% claim they keep records of replies from direct mail.

93% voted that they believe direct mail an effective medium.

Study those figures again and you may be able to detect some of the reasons for the confusion in thinking about industrial direct mail. The field surely needs further surveying before any accurate pattern can be formed. But more of that later.

Going back to the NIAA membership figures (4,386 total, but only 548 actual member company advertisers) we wanted to do some more digging into the potential field. A. R. Venezian, of McGraw-Hill Publishing Co., 330 W. 42 St., New York 36, N. Y., supplied us with the following figures:

McGraw-Hill at present is publishing 36 trade or technical magazines. Taking out all duplications of multiple advertisers . . . *eight thousand (8,000)* separate industrial companies advertised this past year in the 36 magazines. Where are they in the NIAA setup? Or the DMAA for that matter?*

How Many Industrial Advertisers?

To expand the picture . . . *Printers' Ink* lists 40,000 advertisers in all trade publications in the United States. But, of course, that would include many manufacturers who are not usually considered as "industrial advertisers" . . . such as textile, food and other manufacturers advertising to the retail trade; pharmaceutical manufacturers direct to doctors, dentists, etc. But the interesting point for us is . . . *how many industrial advertisers? Or . . . how many could be helped by a better knowledge of direct mail?*

If polls of cross sections of industrial advertisers show that a majority

want more information about direct mail . . . how are all these people out of range of NIAA, DMAA, etc., going to be reached?

The colleges haven't been of much help. Very little training, if any, in industrial direct mail. Articles have been few in the technical trade papers (perhaps to protect trade space sales from a "competitor"). Books on advertising and the few on industrial advertising have given little attention to the real problems of direct mail.*

A Nose Count Of Manufacturing Plants

In one industrial advertising handbook of 327 pages . . . only 18 pages are devoted exclusively to direct mail . . . with a few other mentions in spots. Covered so sketchily that no neophyte could understand what it's all about. Doesn't attempt to get down to the meat . . . or the real problems. Most of the emphasis in this and other books is on *space* advertising.

And don't get the idea that this *Reporter* study is in any way an *attack* on trade magazine advertising. We are just bemoaning (as Arthur Tofte did) the lack of real information about a necessary *partner* of or *co-worker* with trade advertising.

One more stab into statistics . . . and then we'll be done with them. After comparing NIAA membership with advertisers in McGraw-Hill trade papers . . . a look at the W. S. Ponton list catalog was enlightening (and more confusing). Do you know how many manufacturing plants there are in the United States and Canada?:

USA total — 209,888.

Canadian total — 37,000.

In the USA, 13,745 are rated \$1 million or over; 20,253 rated \$500,000 or more. There are 41,193 manufacturers with 100 or more employees; 4,421 with 500 or more employees; 1,883 with 1,000 or more employees.

* Incidentally, this should be noted: McGraw-Hill was one of the first (if not the first) publishers to recognize that trade magazine advertising and direct mail were not necessarily competitive. For many years trade paper reps depreciated or actually fought against direct mail. Some still do. But about six years ago, McGraw-Hill officials recognized that the natural trend was toward a better coordination of trade space and direct mail merchandising. They opened up their subscription lists for rental by advertisers for followup. They published numerous booklets on the subject of coordinated effort. Hank Henderson, present chairman of the NIAA Direct Mail Committee, is in charge of the McGraw-Hill direct mail setup. Write to him for some of the available informative material.

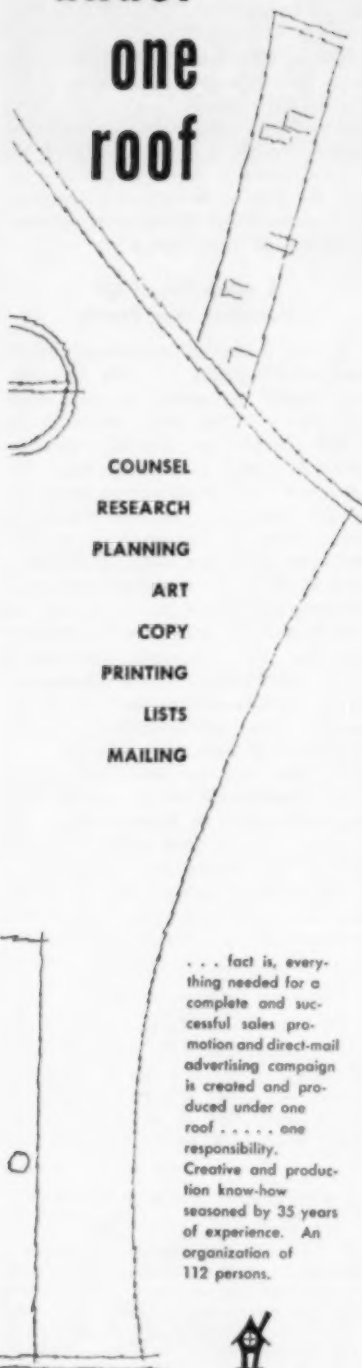
* Strangely enough, the two best books we've read during this survey originated in Rochester, N. Y., (from which town a lot of good things have originated). We can't recommend them unqualifiedly . . . but they are steps in the right direction:

(1) *Practical Advertising Procedure* prepared by Rochester Industrial Advertisers, Rochester, N. Y., Chapter 24 of the National Industrial Advertisers Assn., and published by McGraw-Hill Book Co. This started out as a project of the Rochester Club for a course in industrial advertising at the University of Rochester. Course was conducted successfully and finally wound up in a book. Although direct mail (as such) gets only 13 pages in the 439-page book . . . other phases, such as catalogs, company publications, merchandising other advertising, producing print-

ed advertising, are covered in other sections. That's the criticism . . . the complete direct mail story is not tied together.

(2) The other book originating in Rochester, was written by Mosher Story Hutchins, former president and chairman of the board, Hutchins Advertising Co., Inc. It is titled *Cooperative Advertising* and is published by The Ronald Press Co. It concerns itself entirely with the completely confusing subject of manufacturer-dealer advertising relationship. It goes beyond the industrial field . . . but the 23 pages on direct advertising (or direct mail) are well done. Our criticism is that it ignores many of the serious problems or obstacles which have been uncovered in this present study of *how to think*. Worth reading anyway.

under
one
roof



... fact is, everything needed for a complete and successful sales promotion and direct-mail advertising campaign is created and produced under one roof . . . one responsibility. Creative and production know-how seasoned by 35 years of experience. An organization of 112 persons.



Complete direct mail service
THE FOLKS on GOSPEL HILL
a division of
THE JAY H. MAISH COMPANY
Advertising Agency
MARION • OHIO

Of course, all of these manufacturers are not "industrial advertisers" although all are prospects or customers of industrial advertisers. How many are actually *industrial advertisers*?

Isn't it true (just for thinking purposes) that all *manufacturers* have some similar problems connected with direct mail? There are such things as community relations or employee relations.*

The potential field of industrial advertising is even more complicated by further study of the Ponton list catalog. There are 8,234 manufacturers' agents (of all kinds); 638 manufacturers' agents for machinery and tools; 358 agents for mill and factory supplies. Heck . . . there are 1,373 manufacturers' trade associations (what a chance for direct mail speakers at conventions).

Added to the manufacturers' agents should be a total of 4,847 mill and factory supply dealers or distributors . . . with 2,466 rated \$10,000 or over. All of these people represented by dry statistics have a part in any study of industrial direct mail. They are cogs in the wheel, the frame for the picture . . . and too often overlooked. The whole potential field cannot be fixed in this one study. That should be a future project for the NIAA or someone. So enough for statistics at this point.

DIFFERENT TYPES OF INDUSTRIAL ADVERTISERS

(1) Manufacturers of primary heavy machinery or equipment, or manufacturers of mechanical systems, who sell directly to other manufacturers through sales engineers, including installation and servicing. (Their problems entirely different from those who sell through dealers. Some in this group might have other divisions which sell supplies, tools, etc., through agents or distributors. But, at least, separate the functions.)

(3) Manufacturers of building, maintenance or production help sold to other manufacturers or businesses of all kinds such as public utilities, mines, contractors, schools (industrial trade schools). Bill Sproull of Burroughs Corp., was president one year of NIAA and his company sells to banks, offices, etc. But they consider themselves industrial advertisers.

Can we define WHAT is industrial advertising or WHO are industrial advertisers? As we've pointed out before . . . there is much confusion. Some think industrial advertising is manufacturers advertising to other manufacturers . . . but that is too limited. Let's just differentiate it from the manufacturers of consumer goods, such as food, clothing, furniture and the necessities of life . . . even though the manufacturers may have similar problems, such as dealer helps.

For the purpose of this study let's define industrial advertising as:

Manufacturers selling to business . . . for business rather than personal use.

But (and a big BUT) another step in thinking is necessary. The reason why direct mail has been covered so inadequately at many "industrial advertisers" meetings (and in books) is . . . the speakers or writers do not have their audience clearly defined.

It seems to us that the NIAA should set up different groups of members entirely separate from the trade paper representatives and advertising agencies. The active members (actual industrial advertisers) should be divided also into distinct groups. (They may have some similar problems . . . but their operations are entirely different.) For example, here are three possible divisions:

(2) Manufacturers of secondary component supplies. That is, products which are only part of another finished product sold either to industry or consumers. Such as DuPont or any other chemical manufacturer. Paper manufacturers are in this class even though they don't realize it. They sell through paper merchants (the distributors) who sell to the printer (the manufacturer).

Another breakdown of interest might be: (1) Manufacturers selling to business entirely by their own salesmen. (2) Manufacturers selling to other businesses entirely through agents or distributors. (3) Manufacturers selling entirely by mail contact without intermediate salesmen or distributors.

* We were interested in learning that there is a Council of Profit Sharing Industries (First National Tower, Akron, Ohio) publishing a series of five booklets on *communications*. Roy S. Apple sent us volume 1, consisting of a study of "Letters to Employees" (how to handle, etc.). Extremely well done.

Council members get the five copies free; additional sets of five at \$5. Non-Council members can have for \$12.50 per set. We are mentioning here because we think it shows a trend toward more recognition by manufacturers (of all kinds) in the power of the mailed written word (direct mail).

MEMO:

Free Market Analysis
For Major Mass Mailers

It is a pleasure to announce our appointment as special representatives of the Chicago Mailing List Company --- an organization using amazing IBM electronics for addressing selected names within any of the 165 major U. S. markets.

Known as the "Select-O-Nomic" system, it is possible to pin-point address on the basis of income, education, home ownership, home value, race, occupation, rental. (Ex: persons who have completed high school, earn above \$5,000 per year and own their own homes.)

If you mail over five million pieces per year, you are invited to accept an analysis of your customer names, without charge.

Perhaps you know via market research who your customers, subscribers or members are --- their average age, income level and other vital statistics. If so, you can set up the standard for any test of names that will parallel your own and this free preliminary analysis is not necessary. But, if these facts are not entirely clear, we offer without charge to take a sampling of your customer names, rate them electronically and give you a profile of your average buyer.

Using the "Select-O-Nomic" method of addressing you can saturate any one or any group of cities --- you can interfile your own names against the rented names and remove duplications --- you can mail where you want and when you want without waste.

Duplication, one of the great problems when mailing in large quantities, can now be eliminated at low cost via IBM electronics.

Without obligation this office will be delighted to submit full details about the advantages and cost of mailing lists electronically addressed to a clearly defined audience. Write, wire or phone.

Lewis Kleid

Mailing Lists **Lewis Kleid Company** 25 West 45th Street, New York 36, N.Y. Judson 2-0830

NEW HOME OF
U. S. E.'s LONG-ESTABLISHED RESEARCH LABORATORY, METUCHEN, N. J.
COMPLETED JUNE, 1954



Here's where the U.S.E. Guarantee has its roots

When, in 1921, U. S. E. established its own Research Laboratory, it inaugurated in the envelope industry a new era of *scientific quality control* which is the basis for the U. S. E. Guarantee.

Now, in 1954, the Laboratory has a new home, complete in every detail. Precise specialized tests are conducted in rooms constructed for the purpose, with temperature and humidity exactly controlled and recorded. Solvents and inks are stored in spark-proof safety rooms with blow-out windows. Experienced technicians have improved instrumentation with which to continue their never-ending task — to *make sure to make better every U. S. E. product.*

Behind these Doors



... the word "finis" is never written. Here Research is a continuous living thing. Papers are tested and retested — for strength, opacity, moisture-regain, whiteness, permeability . . . Raw materials, inks, plasticisers — all are analyzed. Gum formulas are established and checked, envelope gums are manufactured to precise specifications . . .

Because the U.S.E. Guarantee has its roots in quality that can be proved, it pays to specify U.S.E. Envelopes.



**UNITED STATES
ENVELOPE COMPANY**

Springfield 2, Massachusetts
15 DIVISIONS FROM COAST TO COAST

It may sound silly to waste time in trying to define industrial advertisers . . . but I think we've hit the real cause of confusion which caused Arthur Tofte to report (from his survey) "that very few industrial advertising men know very much about the effective use of direct mail."

We disagree in part. A lot of industrial advertising men (and women) know a lot about direct mail . . . but when they attempt to talk or write to an all embracing and unrelated audience they flounder in generalities or try to advise techniques which have no bearing whatever on the problems of the majority of people in the audience. That's why it's important to define *the audience*. If that had been done long ago . . . we wouldn't have received letters such as those insisting "We don't do any industrial advertising," or "We don't use mail order."

And that brings us to a final point of *thinking* before we get into the next valuable section giving *opinions* of experts.

Direct Mail Defined

Industrial advertisers (as a class) are confused with the terminology of direct mail. Some think the term means *mail order*, but mail order (getting orders by mail) is only one part of direct mail . . . just as *direct mail* is only part of *direct advertising*.

Industrial advertisers should learn the differences in terminology. The definition given by the Direct Mail Advertising Assn. is a little stuffy . . . but it's technically correct:

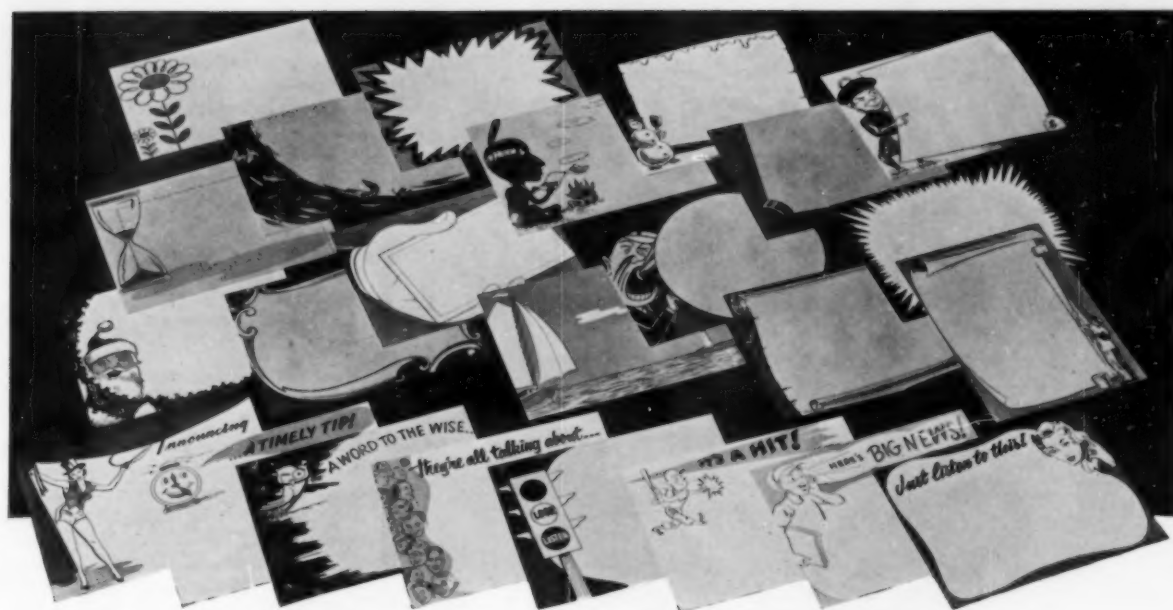
Direct advertising (or direct mail) is a vehicle for transmitting an advertiser's message in permanent written, printed or processed form, by controlled distribution direct to selected individuals.

But a much clearer definition is contained in a valuable booklet recently issued by Dickie-Raymond (470 Atlantic Ave., Boston 10, Mass.), titled "The Dickie-Raymond Story."*

Read this:

"The distinguishing feature of direct mail is that it is a medium of advertising and promotion to selective known markets. This factor of selectivity is the key to direct advertising's power and effectiveness. Direct mail, through pre-selection of the audience, concentrates advertising where the selling is best — among those who have higher-than-average interest in your goods or services, who have a need

* Available to company executives only.



More New Sizzling Jumbo Flash Cards!

Carr's Colorful, Versatile Mailers Get BIG Results for LITTLE Cost!

In response to requests from enthusiastic users, we present eight new Jumbo Flash Card designs — as shown above in the front row.

Now there are 24 sparkling designs pre-printed in a wide range of flashing color. The big (5¼"x7") mailers give you a generous space to imprint messages by letterpress, offset, multigraph or mimeograph. The 140-pound index stock even takes halftones. And the address side offers extra copy space.

Users report uniformly outstanding results in a variety of applications, including: sale announcements, special events, meeting notices, institutional campaigns, dealer mailings, new facilities and service promotion, salesmen's advance cards, etc.

Carr's Jumbo Flash Cards mail for 1½¢ with Third Class Permit. And because Carr pre-prints them in large quantities, you get them for a fraction of the usual cost for art, plates, stock and color printing of this caliber. Use the handy coupon for samples now!

The **CARR** *Organization*
1319 North Third St. • Milwaukee 12, Wisconsin

Get a free design sheet, samples and prices. They'll give you big ideas—with results to match.

Special Discounts to agencies, lettershops and printers.

The CARR Organization
1319 North Third Street
Milwaukee 12, Wisconsin

Please send design sheet, samples, and prices of your colorful new Jumbo Flash Cards.

Name

Title

Company

Type of Business

Address

City

Zone

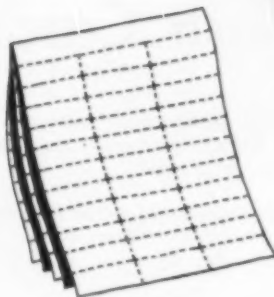
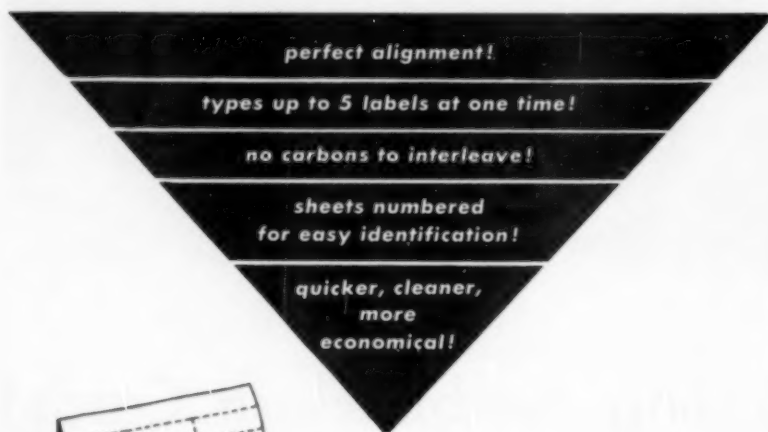
State

No stencils... no attachments... no smudges with

DUPLISNAP^{T.M.}

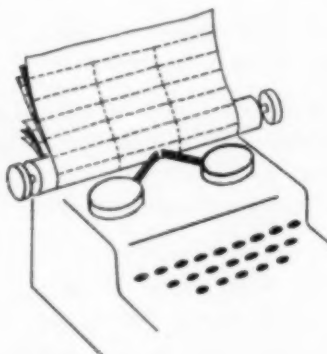
the 20% more efficient

Carbon Interleaved Mail Aid Addressing Labels

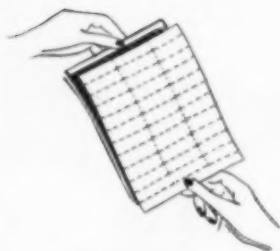


- 1** All labels are perfectly lined up, and sheets numbered for easy identification. Bottom safety margin means no waste.

- 2** Simple as inserting one sheet! DUPLISNAPS come in sets of 2 to 5 sheets — 33 labels to sheet. Complete with interleaved carbons!



- 3** Snap out and discard carbons. It's so easy, so neat!



For name of your local distributor write:

EUREKA SPECIALTY PRINTING CO.

538 Electric Street, Scranton 9, Pa.

Makers of the famous DUPLISTICKERS

for it, who represent the best potential for sales. These are people you should talk to differently than you do to mass consumers. And the best means of communication is direct advertising. There are few companies that are not concerned to some degree with selective groups in their marketing pattern. Some industrial firms sell only to selective markets. Mass advertisers, selling primarily to broad consumer markets, can also have within those markets certain preferred prospect groups that can be isolated and given special treatment."

But you'll notice that even the D-R copywriter used both "direct mail" and "direct advertising" in the same description. Direct advertising is just a term to indicate the same thing as direct mail except the *printed piece* itself is delivered by some other means than the mail... such as salesmen, Western Union, etc. Understand those terms... and there won't be so much confusion over whether a house magazine, or a catalog, or an informative folder is or isn't a part of direct mail.

Those who think of mail order when we mention *direct mail* should realize that there are really four different *types* of direct mail or direct advertising. Understand them... and the application is simple.

The types:

(1) Persuasive: This *could* mean "mail order," but usually in industrial direct mail it doesn't. Persuasive direct mail could be used to get direct orders... OR... to get inquiries for more information, or for a booklet or catalog. This is a distinct *type* of direct mail... requiring different *thinking*, different *formats*.

(2) Informative: This is where "product literature" fits in. Catalogs, too. Pieces designed primarily to give information, but which in the end may result in sales.

(3) Reminder: Covering a wide range of possible formats and uses. Calendars are reminder advertising. So are blotters... and house magazines. But remember that these types can overlap. Reminder direct mail could also be informative and subtly persuasive.

(4) Utility: A catchall to include everything persuasive, informative, reminder direct mail overlooks. In this could be included order forms, reply envelopes, samples, production charts, and even permanent filing catalogs.

Again, you may have overlapping of persuasive, informative or reminder.

If you can keep these four distinct types of direct mail in mind . . . your thinking will not be confused.

One last point to consider in *thinking* about industrial direct mail: It will help eliminate confusion if you remember the six basic functions of direct mail (or direct advertising). The DMAA publicized "49 Ways" to use, etc., but all can be grouped under six more easily remembered classifications. Will quote from our first feature study, *How to Think About Direct Mail* . . . covering all phases of the subject. It applies to any field of business activity . . . as well as industrial advertising.

Function 1: *To create more effective personal sales contacts.*

This has two divisions within itself. It means first creating a direct opportunity for salesmen to call by getting inquiries or leads for personal followup. It also means paying the way for salesmen. Lessening resistance, arousing interest, educating and informing, preceding intended sales calls but without trying to get any direct expressions of interest from the prospect back through the mail.

Function 2: *To bring the prospect to you.*

This applies in most cases to the retail field and to service businesses like banks, which do not have sales forces. Exception would be a manufacturer who wanted to bring prospective customers to visit a new factory, office, special display or regional meeting. Other exceptions . . . obtaining selected classes of employees. When help became so hard to get during the war period, direct advertising was used to uncover technicians and other specialized employees and to bring them in for interviews.

Function 3: *To deliver background, sales or public relations messages to customers, prospects, employees or other special groups.*

This covers any prestige, reminder or good will advertising, employee relations, stockholder relations, general public relations, anything to influence selective groups along certain line of thought or action, but without direct response being sought by mail or without any direct personal followup intended.

NEW IMPROVED PORTABLE PAPER GATHERING MACHINE

... adds 8 extra hands
to your department!



Available in both 5 and 8 bin models.

FEATURES

Light weight and compact—occupies only 16" x 27" (including stacking bin) of desk space.

Special tilted bins, and patented Ejectomatic feed—assure smooth, dependable operation.

Hand lever can be located on either right or left side—for operator's maximum convenience.

No set up time—always ready for use.

1-year guarantee—maintenance costs practically non-existent

Takes both 8½" x 11" and 8½" x 14" sheets.



Floor Model (available in 5, 8, 10, or 16 bins.)



Tandem Model (available in 20 or 32 bins.)

Now you can eliminate the tedious, time consuming bottleneck of assembling sales bulletins, price lists, or other types of duplicated papers into sets. With the new light weight compact Thomas Table-Top Collator, one operator...working easily and comfortably...can gather papers *twice as fast as by old-fashioned hand assembly methods*, with verified savings from 30% to 50%. And the Table-Top is accurate as well as fast...permits a constant check on every collated set so that blank or misprinted pages do not slip through...so simple that anyone can operate it!

Find out for yourself how the 8 extra helping hands of a Thomas Collator can simplify the work of your department. Mail obligation-free coupon today!

Thomas Collators, Inc.

Specialists in Paper Gathering
135 Sales and Service Offices
from Coast to Coast

FREE Check coupon for Demonstration and/or Collating Analysis Sheet. Shows you how to save up to 50%. Also available, free bulletins on new Table-Top Model, floor models, and high-speed Tandem. No obligation, of course.



THOMAS COLLATORS, INC.
50 Church St., Dept. F
New York 7, N. Y.

I am interested in:

☐ Demonstration at my plant ☐ Collating Analysis Sheet
☐ Floor Model ☐ Table Model
☐ Tandem Model

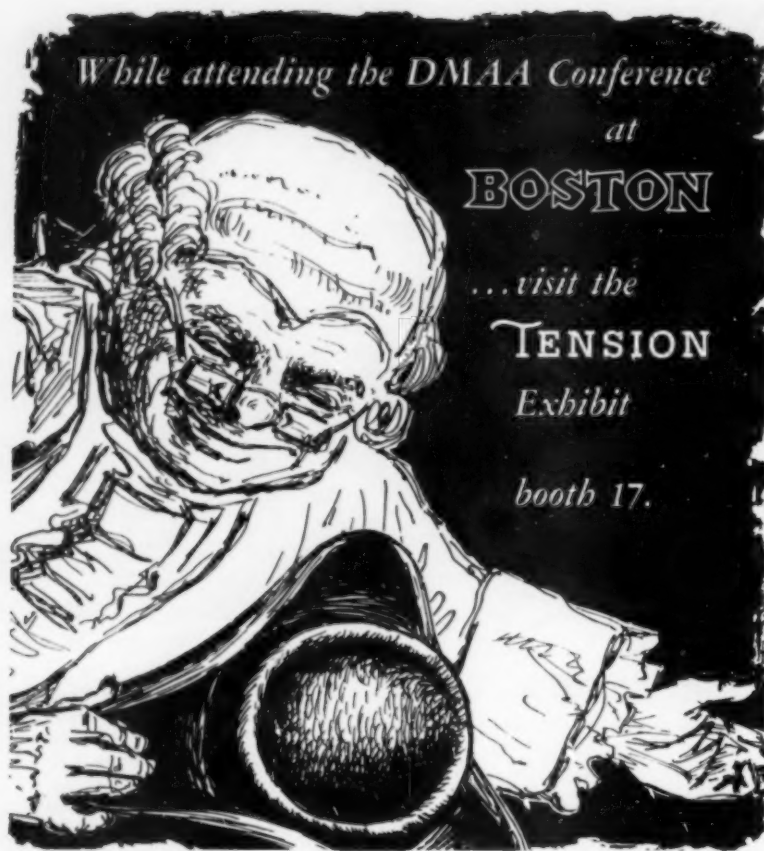
Your Name Position

Company

Street

City Zone State

Visit Our Booth No. 12 At The DMAA Convention



**TENSION
ENVELOPES**

creative design

for • PRESTIGE • ATTENTION
• INTEREST • ACTION

You can depend on a Tension Creative Design Envelope for reader impact!

Tension knows the ingredients that make an envelope do an outstanding job—an envelope that's never "lost in the pile" . . . an envelope that increases prestige, arouses interest, intrigues the reader to open it and read your message.

To implement this knowledge, Tension maintains its own large art department, staffed by specialists in creative envelope design.

TENSION ENVELOPE CORP.

New York 36, N.Y.—522 Fifth Avenue
St. Louis 18, Mo.—5001 Southwest Ave.
Minneapolis 1, Minn.—129 North 2nd St.
Des Moines 14, Iowa—1912 Grand Avenue
Kansas City 8, Mo.—19th & Campbell Sts.
Pt. Worth 12, Texas—5900 East Rosedale



Function 4: To take actual orders through the mail.

This is known as direct mail selling (or mail order selling), where every step in the sales process, from the initial contact to the final sale is done exclusively by mail. This applies to publications, business, investment and news services, as well as to selling merchandise by mail. It also applies to raising funds by charitable organizations. It would also apply to the alumni field, where alumni secretaries try to sell subscriptions to the alumni publication, or where funds for college work are solicited from the alumni. (As we will discuss later, this also applies to some industrial concerns which have learned how to get orders through the mail without any sales force.)

Function 5: To secure action from the prospect by mail.

This covers any promotion intended to secure response or action by mail, but not designed to secure an order or result in a personal contact between the prospect and the advertiser. Examples of this would be . . . getting entries to a contest, securing request for general informative literature.

Function 6: To carry on research and market surveys.

This includes every phase of research, investigation and fact-finding by mail . . . with many interesting angles and specialized techniques.

No one can do clear *thinking* (in the industrial or any other field) unless there is a complete understanding of the four basic *types* of direct mail and the six basic *functions* of direct mail.*

So far in this study (as in other studies) we've tried to set the stage for more serious *thinking* by defining what we are supposed to be thinking about. Pardon the use of statistics and possibly dry definitions. But if you are serious about learning more about *industrial direct mail* these statistics and definitions will help.

At this point, your reporter steps aside . . . and lets the experts say what's what and what's wrong with *industrial direct mail*.

* All of the types and functions of direct mail, together with formulas for formats, writing, showmanship, production, etc., have been covered in elaborate detail in other feature "How to Think" studies in *The Reporter*. They are available in pamphlet form for use by college classes or for internal company training.



How to Catch a Sale

DO YOU SELL IN SELECTIVE MARKETS?

Would you welcome nice warm sales leads now that the competitive heat is on, and sales costs have soared?

Then consider direct advertising — professionally planned, professionally produced. For 33 years Dickie-Raymond has helped firms make personal selling more effective. In one case the average value in dollars of merchandise sold was doubled — through substituting mail-generated sales leads for cold calls. Another uses direct mail as a fill-in for salesmen's calls, at one-fourth the cost. A third cut promotional cost per dollar of business sold over 92%. All through the application of proven direct advertising techniques.

If you want to see how — send for "The Dickie-Raymond Story" — a booklet that tells what direct advertising can do — what it might do for you harnessed to your sales team.

There's Only One Dickie-Raymond

*Sales Promotion Counsel
Direct Advertising*

521 FIFTH AVENUE, NEW YORK 17 - MUrray Hill 7-3360
470 ATLANTIC AVENUE, BOSTON 10 - HAncock 6-3360

Please mail me a copy of your new booklet describing Dickie-Raymond services.

NAME _____

TITLE _____

Please attach to your business letterhead and mail to

DICKIE-RAYMOND, INC.

521 Fifth Avenue or 470 Atlantic Avenue
New York 17 Boston 10

C



HOW TO THINK ABOUT INDUSTRIAL DIRECT MAIL

Section III:

OPINIONS OF THE EXPERTS

As in all previous surveys, we contacted a selected cross section of people who have been active in the particular field. This time the cross section included industrial advertisers, agencies specializing in industrial advertising, printers or counselors specializing in industrial accounts . . . supplemented by personal interviews, visits to plants and other investigations too numerous to mention.

It would be wonderful if we had the space and time to include every word written to us on the subject. Impossible. But on the following pages, you'll find excerpts from the best thoughts. First, from the agencies, counselors, producers, etc. Then from people who are actually working day by day in industrial advertising.

It's important to read these opinions carefully and thoughtfully, even though there may be repetition at times, and even though you (and this reporter) may disagree with some of the opinions.

In reading . . . see if you can see any pattern developing. Try to imagine that you are personally sitting in at a convention "bull session" . . . listening to a lot of sincere people taking down their hair . . . really trying to be helpful. What points in which opinions are worth checking for further study? If you get confused along the way don't be alarmed . . . because a lot of people have been confused about the subject for many years. Including this reporter.

At the conclusion of the opinions, we will try to fit the pieces into a definite pattern.

Not arranged in alphabetical order but separated into groups, such as agencies, counselors and creative producers . . . and with some consideration to sequence of thought.

J. B. GRAY

Gray & Rogers Advertising, 12 S. 12th St., Philadelphia 7, Pa.

It has been my observation that the average industrial advertiser is inclined to buy direct mail advertising with a sharper pencil than other users of the medium, thus often depriving himself of the potentiality of true quality, and thus exposing himself to the hazards of false economy.

Direct mail advertising is the best—often the only medium—with which to "merchandise" publication advertising to distributors and their salesmen, manufacturers' agents, stockholders, prospects and customers; yet it is often difficult to persuade the industrial advertiser to use the medium consistently and well for this purpose. In short, some advertisers deliberately decline the opportunity to enhance the effectiveness of their publication advertising.

In the industrial field, the value of factual simplicity is too widely ignored. Facts, simply presented, are what industrial prospects and customers want. They too often receive, instead, the lyrical nonsense of sales egotism.

LEONARD J. RAYMOND

President, Dickie-Raymond, 470 Atlantic Ave., Boston 10, Mass.

The thing that continually amazes us is how often the straight ad-

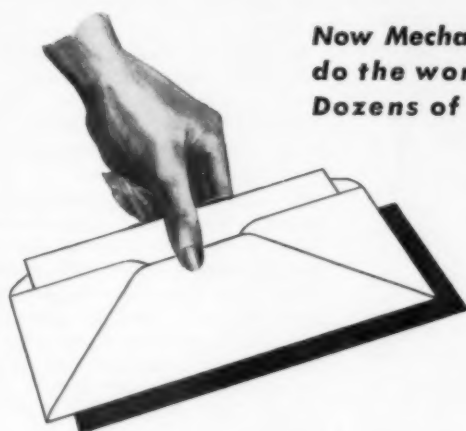
vertising value of direct mail is overlooked. For instance, say we make a 100,000 mailing and draw returns of 5% . . . that's 5,000 sales leads. Then the client figures his cost per lead based on the total cost of the mailing.

In doing this, he completely overlooks the advertising value of the mailing. And this is an important oversight because the readership of direct mail is high. The JWT-Roper studies found that Ford direct mail had a "seen and remembered" rating of 61% . . . and we've proved that its readership can be even higher on the basis of returns we've received.

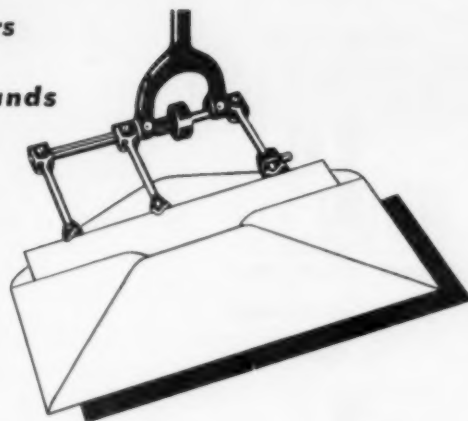
So it seems fair to charge off much of the cost of direct mail against its straight advertising value . . . say 2/3 of its cost . . . with the other 1/3 used in figuring cost per lead. (Nobody would think of rating a TV commercial or space ad solely on the basis of its cost per lead, without also considering its advertising value . . . so why rate direct mail on that basis?)

This high readership of direct mail compared with other media could be talked up more, I think. I've seen some comparisons lately between various ad media, comparing them on the basis of cost per contact or cost per "call." For example, take a look at Scotty Sawyer's article in the July 16 issue of *Printers' Ink*. The big item omitted here is a comparison of readership . . . for cost per "call" doesn't mean anything per se. The important thing is cost per reader (for its straight advertising value) . . . or cost per sales lead (for its sales value). On both counts direct mail looks good in comparison with other media.

HOW THIS NEW MASS MAILING METHOD COMPLETELY REVOLUTIONIZES YOUR THINKING

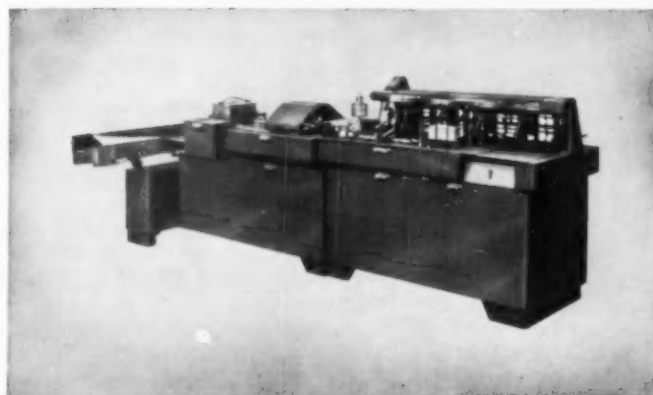


*Now Mechanical Fingers
do the work of
Dozens of Human Hands*



**INSERTING
& MAILING
MACHINE**—Amazing Ease
and Economy Open the Door to
New Sales, Service, Profits

NOW MECHANICAL FINGERS gather, pick up and INSERT as many as 8 enclosures to the envelope—then seal, meter postage, count and stack. Resulting speed and savings effect a revolution in thinking, planning and use of the mails. It's no longer necessary to spend weeks rounding up workers and clearing floor space to get out promotions. Inserting & Mailing Machine is always ready to prepare a few thousand pieces or a few hundred thousand. In one 8-hour day 40,000 units can be sent to the post-office. Mechanized mailing is easier, less expensive. Most important, it makes it possible to reach new markets.



INSERTING AND MAILING MACHINE CO.
PHILLIPSBURG, NEW JERSEY

See how much you can save

Ask for a time-cost study of your mailing operation and the facts and figures of mechanization. Use coupon to receive individual Analysis & Proposal.



Explore new opportunities

Interesting booklet, *Wider Horizons with Mechanized Mailing*, is yours without cost. Suggests many possibilities for saving and expansion with mechanization.



INSERTING AND MAILING MACHINE CO.,
PHILLIPSBURG, NEW JERSEY

- ☐ We'd like an ANALYSIS & PROPOSAL relating to our mass mailing operation.
- ☐ Send us WIDER HORIZONS WITH MECHANIZED MAILING.

Individual _____

Firm _____

Address _____

City _____ Zone _____ State _____

SEALS ENVELOPES INSERTS INTO ENVELOPE SEALS ENVELOPE PRINTS POSTAGE INDICIA COUNTS & STACKS

AT THE D.M.A.A.
CONVENTION IN

OCTOBER

the

1st

thing to do
for

1st

class direct mail
ideas is to visit

the

1st

booth in the
exhibit area

... yes, in Booth No. 1 in the exhibit area, you'll find many new ideas—unusual, highly successful ways in which book matches have been used in direct mail programs. Keep Booth No. 1 in mind when you arrive in Boston!

BOOK MATCH
ADVERTISING DEPT.

THE DIAMOND
MATCH COMPANY

Springfield, Mass.

H. B. HELM

Vice President, Fuller & Smith & Ross, Inc., 71 Vanderbilt Ave., New York 17, N. Y.

When you ask me what, in my opinion, is the secret of success in applying direct mail to industrial advertising, you are leading with your chin. As you should know by now, one of my pet peeves is the idea that direct mail is in some way different from other forms of advertising. Or that industrial advertising, as such, is unique.

In advertising, you're dealing with people. A man who knows his basic appeals, who knows how to talk to people in terms of what they want, and who has a flair for showmanship, can write good advertising regardless of the medium or product.

I've heard it said that advertising is one-third common sense, one-third business sense and one-third technical skill. I don't know whether the proportions are exactly correct, but I do know they can be applied to produce good advertising in any medium or field.

You start with a given area of white space. From then on, it is up to the advertising man. If industrial direct mail is considered any poorer as a whole in its quality and sales producing ability than the somewhat more deluxe ads in magazines and newspapers, I would lay the blame right at the doorstep of the producers. Could it be that there is a tendency to put the better ad men on mass media rather than on direct mail? I'm afraid that it too often is the case.

Because we at Fuller & Smith & Ross consider direct mail so important, the same copy-contact man and art directors who do the space ads also prepare direct mail material for our clients.

It's true, of course, that direct mail has its own jargon, and requires specialized production knowledge. But technical knowledge is no substitute for advertising ability. A good creative man may know little about paper, trick folds and reproduction processes and still be able to prepare a better selling piece than the direct mail expert who knows the tricks of his trade, but is not a sound thinker and creative man.

It all comes down to the fact that in any kind of advertising there's no substitute for brains and creative ability. There are no formulas for industrial direct mail, no short cuts to success. You simply sweat it out, regardless of whether it's a bulletin to salesmen or a four color page in the *Saturday Evening Post*.

J. R. HESS

Direct Mail Manager, Ketchum, MacLeod & Grove, Inc., 411 7th Ave., Pittsburgh 19, Pa.

We have found that most industrial ad managers agree that they should be doing more in direct mail . . . since it is a "natural" for promoting sales to limited markets. But they just don't "get around to it" as the pressure of space advertising commitments and other media tend to reduce direct mail efforts. And very often when direct mail pieces are finally produced, they reflect lack of planning and real awareness of the objective.

In general, I'd say that most industrial direct mail misses its mark because it isn't presented in an interesting fashion. Copy lacks sparkle, artwork is poor, layouts jam-packed with too much material.

In my opinion, the real secret of success in industrial direct mail advertising is no secret at all. It just calls for good common sense and continued action! Our formula is to first determine the market and the sales objectives. Then once you know *who* the prospects are and *where* they are, hit 'em at least once a month with high-quality, interesting, sales promotion material . . . and be geared up to follow inquiries promptly. The problem is to do the job *right* at every step!

C. REID WEBBER

Webber Advertising Agency, Peoples National Bldg., Grand Rapids 2, Mich.

I think each direct mail piece should be focused at the interest of a major factor (a person) in the decision to buy. Each piece of a series should be focused at the interests of different executive levels . . . with the re-arranged summaries of why this buy should appeal to the president, the designer, the production man, the sales manager, the promotion manager, the purchasing agent, the legal counsel, the auditor-comptroller and finally even the personnel man or publicity man.

Every important purchase is influenced and its benefits for all should be understood, sooner or later by all. If everyone has been consulted or has his say, he will have participated in the decision to buy. He will help make it work.

Further, most direct mail plans are too spotty, too individual, not sustained for long enough periods or frequencies. They should bear a family resemblance to capitalize on the previous releases. That's more often than not overlooked.

ARNOLD ANDREWS

Andrews Agency, Incorporated, 1037 N. Astor St., Milwaukee 2, Wis.

(His campaign for LeTourneau-Westinghouse won the 1954 Putnam award.)

Since our agency specializes with clients who sell "heavy" industrial equipment, it's natural that our thinking on direct mail, as well as other phases of advertising, reflects the specialized problems we face in dealing with capital industrial goods.

For instance, in the LeTourneau-Westinghouse campaign included in our 1954 Putnam Award entry, we are selling units that cost from \$18,000 to \$65,000 each. Frequently this equipment is sold in fleets costing \$100,000 or more.

This means we have two very serious problems on direct mail:

1. To get it through to an executive who can authorize expenditure of \$100,000 or more for make-or-break equipment. He's a big wheel . . . has a staff to screen him from both salesmen and reading material. He spends a lot of time away from his office . . . he has a long list of people to see and things to do when he's "in."

2. He doesn't buy on impulse, because he's buying expensive capital equipment. Nuts and bolts purchases are delegated to someone else. Therefore he studies, consults, compares . . . then buys on the basis of what the equipment will do for HIM. Company and brand names are not too important. It's *performance* that counts. He's long ago become allergic to unsupported sales claims of "best," "outstanding," "big output," etc., etc. He wants facts and proof!

To get through to him, we've found the most effective method is a personally addressed, personally signed letter, dealing with a specific subject of personal interest to *him* . . . along with enclosures of pertinent printed material. Seldom do we broadcast a general message to an entire mailing list . . . because the *mine* superintendent doesn't care how good our machines can *skid logs* . . . the *road* contractor doesn't care how fast they can *plow farmland*.

Sure, personalized letters are expensive per prospect. But they get more results per dollar by such a big margin that I question very much using mass mailings on expensive major equipment. Of course, we do occasionally use mass mailings to reach buying influences in lower echelons of organizations. But not often.

Some companies now realize, and other soon will, that mechanization



Tempt more
readers inside
with

HAMMERMILL COVER

Wins and holds attention for your promotion pieces
with its **3** outstanding advantages

1. STRIKING APPEARANCE

For irresistible eye appeal, Hammermill Cover is produced in a rainbow array of eleven lively colors and a clear, bright white—all scientifically selected for their popularity. They provide soft, warm backgrounds for colored inks. And you can obtain Hammermill Cover in a choice of distinctive finishes—Antique and Ripple, Brushmark and Morocco. What's more, all Hammermill Cover has high bulk for weight, resulting in a rich, substantial feel.

2. SUPERIOR PRINTABILITY

Hammermill Cover has a uniformly resilient printing surface for letterpress or offset—in all finishes. Its firm texture takes and holds inks properly. And it prints rapidly, enhances the ap-

pearance of halftones, line cuts, solids, ornaments and type. Antique and Ripple finishes are exceptionally liked for "work and turn" printing.

3. RUGGED DURABILITY

Unusual strength is a basic quality of Hammermill Cover. Made from strong, virgin spruce fibers, it will withstand repeated handling. And it has toughness together with pliability to fold and crease cleanly without cracking.

SHOW YOUR CUSTOMERS plain and printed samples of Hammermill Cover. You will find it sells itself when you recommend it for catalogs, broadsides and booklets that command attention and tempt readers inside—the kind of printing that pleases buyers and wins repeat orders.



Made with the skill and care given to Hammermill Bond, Hammermill Cover is one of a score of advertised Hammermill lines your customers know and want.

HAMMERMILL COVER

BY THE MAKERS OF HAMMERMILL BOND

UNSURPASSED FOR : CATALOGS • BOOKLETS • MENUS
PRICE LISTS • FOLDERS • BROADSIDES • MANUALS • PROGRAMS

ONE COMPANY PRODUCED

187,800 Letters

ON ONE TYPEWRITER
IN 6 YEARS, USING

Automatic Typing



W. C. DILLON & COMPANY, INC.
Manufacturers of PRECISION LABORATORY
AND PRODUCTION COPIING EQUIPMENT
14630 KESWICK STREET - VAN NUTS (BURBANK OF LOS ANGELES) CALIFORNIA - P.O. BOX 3008
STATE 9-2188

AMERICAN AUTOMATIC TYPEWRITER CO.
614 North Carpenter Street
Chicago 22, Illinois

Gentlemen,
The other day, I had an opportunity to examine the record rolled up by our Auto-typists and was certainly amazed to find that ONE of these machines has turned out the grand total of 187,800 full page, individually typed letters! Considering what we used to pay for outside service of this nature, this unit has paid for itself about three times over.

To say that we are pleased would be putting it mildly, since our machines never make a typographical error, type with a uniform touch that even our best typist can't equal, and operate almost entirely without supervision.

An interesting sidelight to all this is the fact that our own customers frequently remark about the neatness of our letters and the speed with which we get off replies. Auto-typists are surely one of the wisest investments we've ever made.

I would unhesitatingly recommend your equipment to any concern anxious to do a better job faster.

Cordially yours,
Robert E. Dillon
Robert E. Dillon
Vice President

The Auto-typist method of precomposed letters and paragraphs is the modern, efficient way to turn out personalized letters in volume at low cost. Each letter can be personalized with fill-ins. On the push-button model Auto-typists even whole paragraphs can be selected so that each letter can be different from every other letter in the mailing. This labor-saving equipment could well be the wisest investment your company ever made.

Let us send you complete information about Auto-typist
and how it is used in business today

Auto-typist

AMERICAN AUTOMATIC TYPEWRITER COMPANY
614 North Carpenter Street • Chicago 22, Illinois

Dept. 29

World's Largest Manufacturer of Pneumatic Typing Machines

MUST be applied to selling exactly as it has been in plant production operations. It takes top *merchandising engineering* to do this job with trade paper advertising, direct mail, and sales-making literature, just as it took expensive engineering and good mechanics to do the same job in the factory.

PHILIP I. ROSS

Philip I. Ross Company, 38 E. 57th St., New York 22, N. Y.

You can't think about industrial direct mail advertising the way you would about general direct mail. We are living in a technological world of engineers, scientists, craftsmen, and technicians. Industrial direct mail deals with capital goods and raw commodities in the industrial field. Machinery, chemicals, electronics, heavy duty equipment — either for consumption or resale — these are the wares of the people engaged in industrial marketing.

The average copywriter is usually a consumer of many of the things he sells. He can quickly put himself in the position of the reader of his advertising. It is quite another story in the sale of industrial commodities. Here the consumer appeal is foreign to the approach of industrial commodities. The language is different. The approach is different. And the whole technique, while aiming at the same objective of a sale, is different in that it concerns itself with factual data authentically documented, technically correct; with the absence of the hokum and hyperbole.

JOHN D. YECK

Yeck and Yeck, Talbott Building, Dayton 2, Ohio.

I think we ought to talk about "business" advertising . . . or "advertising to business". I can't get "industrial advertisers" to agree on what "industrial advertising" is. Most people say it's advertising done by manufacturers to manufacturers. I think the methods of advertising to *business* are different than the problems of advertising to *consumers*, but all companies which advertise to business have a great deal in common and that word "industrial" scares a lot of them away.

You ask about "the real secret". Don't know any secret, but my idea of the best bet for success is to keep business advertising "sales-centered".

Most "business" advertising, in my experience, directly supports a sales or-

ganization . . . or should. I think the biggest errors are made by business advertisers when the sales department gallops in one direction and the advertising department in another. Their planning, goals, activities and timing should all be completely coordinated.

There can be no advertising success unless it is translated into a sales success. Therefore, all advertising should be "sales-centered." It should be planned to help solve a *specific* sales problem. Too many advertising campaigns start with a "bright idea" (often lifted from some other advertiser with entirely different sales problems), instead of a sales problem. They are artistic successes but financial failures.

JOSEPH HEILIG

General Manager, Direct Advertising Co.,
1551 Bishop St., Montreal, Quebec, Canada.

We have created quite a lot of campaigns designed to open doors for salesmen, to do a regular "keep,sold" job between sales calls, to produce live inquiries for salesmen to follow up, or to create a favorable preference for a company. Our basic philosophy is this: If it's at all possible, give your prospect something he can *use*, in addition to your advertising message.

Give him something that will help him in his work — technical information, tips, ideas — anything that will be of genuine interest or value. It's not hard to do. In industrial advertising, you're usually talking to men who have some kind of technical problem — in addition to the purchasing agent, of course. Technical men are eager for information. You almost always know more about your particular field than your prospect does.

Seems like technical buyers can't get enough information. Give it to them, or offer it, and your advertising material gets read. It gets read, and the salesman who follows it in the next week is a nice guy, who represents a good company. What better buildup could a salesman ask?

JOHN WILLIAMS

Kelly & Lamb Advertising Agency, 897 Higgs Ave., Columbus 8, Ohio.

The postwar role of the direct mail "salesman" has increased as competition has become keener and sales costs have risen. We use direct mail to save the salesman's time . . . to line up hot prospects and reduce cold calls . . . to provide prospects with basic information so the salesman can start his sales pitch on a higher plane



Neenah answers the question...

"What makes you believe a letter is important...even before you read it?"

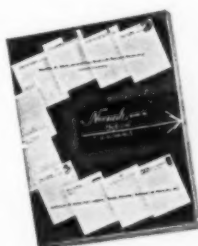
You open an envelope, glance at the letter and let it drop into the waste basket. Why? You open a second envelope, glance at the letter and lean back to read. Why?

It couldn't be the words as you did not have time to read them. The truth is, you got an impression . . . a favorable impression from the excellent design of the letterhead and the feel and appearance of the paper.

Yes, fine rag paper does have a positive psychological effect. In your own life you have your baptismal record, diplomas from school, awards you have won, war bonds, the title to your home and so on.

Today, when you handle a firm, crisp sheet of rag paper you unconsciously feel that this piece of paper is important too, and you stop and examine it.

The next time you need letterheads, remember the impression value of good paper. Ask your printer for samples of fine rag paper by Neenah.



To plan business stationery that will be **PREFERRED**, ask your printer for a free copy of the "Neenah Guide to Preferred Letterheads." This exceptional book is based on a four-year survey by the Neenah Paper Company.

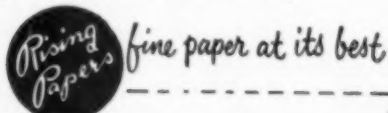


NEENAH PAPER COMPANY, Neenah, Wisconsin



... with Letterhead Trends

Easy to do. Have your name put on Rising's list to receive their seasonal portfolio of outstanding letterheads collected from all over the country . . . naturally on Rising paper. Keep in touch with who's doing what in unusual letterheads. Build an idea file for that "let's-get-up-a-new-letterhead" day.



Rising Paper Company Housatonic, Mass.

Please send copy of portfolio—
"New Letterheads
of the Season"

Name

Firm Name

Type of Business.....

Address

City and State.....

. . . to promote less popular items in a line . . . to span the time gap between salesmen's calls . . . and to handle dozens of special problems, such as getting customers to destroy obsolete catalogs and price lists.

We believe that in industrial direct mail, a prospect important enough to be on the list should receive the next best thing to a personal call by the salesman — a personalized letter. And we have found that a series of personalized letters mailed about one or two weeks apart do a much better job than a single letter.

Although we occasionally make a gadget mailing, we have found that most campaign objectives call for straightforward letters giving advantages and "reasons why" the prospect should respond. For immediate response, we use a series of multigraphed letters with matching fill-ins. Where the campaign extends over a period of time, we also use running headline multigraphed letters. Most mailings include product literature.

One problem we have run up against is the lack of interest of salesmen in furnishing names and addresses of prospects for a direct mail campaign. This is especially true for a client who has not previously used personalized direct mail. After a campaign has produced inquiries, the salesmen become more interested in adding names.

FRANK M. HUTCHINS

President, Hutchins Advertising Co., 42 East Ave., Rochester 4, N. Y.

1 Each mailing should be aimed at a specific market. You should not try to cover the waterfront with one mailing.

2. Whenever possible, a return card should be included with the piece of direct mail.

3. The entire sales organization should be sold on the penetration of direct mail. It's a chance to tell a complete story in one unit.

4. To be successful, you have to keep at direct mail. One, two or three mailings may not do the job. It may take ten.

HOWARD SWINK

Howard Swink Advertising Agency, 372 E. Center St., Marion, Ohio.

Our current thinking on industrial direct mail is based on two basic ideas:

1. That it must interest the prospect in the product.

2. That it must sell the salesman who is selling the product. By this we mean two

things: (a) The salesman must be convinced that direct mail is an effective tool to help him sell, and; (b) the direct mail piece must present the salesman in a favorable light to the prospect, paving the way for his call.

Today, in working with our industrial accounts, we operate on a concept of "service-selling."

One of our clients — TOWMOTOR — manufactures industrial Fork Lift Trucks, a fairly expensive piece of equipment. The product offers many advantages and benefits — saves time, cuts labor costs, increases storage space, etc., but is not conducive to mail selling — it requires personal contact. Our direct mail efforts to a select group of prospects strongly stresses how TOWMOTOR Fork Lift Trucks help solve materials handling problems — problems of which the prospect sometimes isn't even aware. Copy also emphasizes the experience and qualifications of the local representative who can help solve those problems. Inquiries are solicited, usually augmented by a premium "hook" (sending for case studies, booklets, etc.).

Then, of course, the salesman follows the inquiry, visits the plant, analyzes handling methods, and makes suggestions on where and how TOWMOTOR Trucks and accessories can be used to best advantage. By working with the prospect on his problem, the salesman is rendering service.

Now, in theory this type of plan, which coordinates the mail effort with the salesman's effort, is excellent. BUT in actual practice many times such a plan falls considerably short of the mark. That is why, as in the case of TOWMOTOR, we try to hit the salesman with direct mail just as hard as we hit the salesman's prospect, and in addition, have devised a system to "follow up the followups" so to speak . . . to keep the salesman in there hitting hard all the time.

One criticism of industrial direct mail practice is that industrial advertisers create and produce good-looking, effective direct mail pieces which interest the prospects and produce the desired inquiries. But then, the whole process seems to bog down. Inquiries are not followed up and sold as they should be. Is this a reflection on the ability of the sales force? Perhaps. But part of the responsibility lies with the sales and advertising departments of the company.

There's one other point which can't be emphasized too strongly. It's on the subject of adequacy. The impression we get of a great deal of industrial direct mail is that it has been sent out "because it seemed like a good idea at the time."

Industrial direct mail — perhaps more than any other form of direct mail — should be thought out and planned from start to finish. It must be adequate.

FRANKLIN G. BEEZLEY

Industrial Copy Director, Bert S. Gittins Advertising, 739 N. Broadway, Milwaukee 2, Wis.

We prepare and produce a good deal of direct mail material for our industrial clients. From this experience, we have come to some conclusions concerning its value.

We believe direct mail has an important place in every industrial concern's advertising program. In order for it to be most effective, however, it should not lean on gimmicks, but rather stand on facts. Plenty of facts about the equipment or services offered — spelled out in terms of the user — is, to our way of thinking, the most important single factor in successful direct mail. And there's a good reason for this.

Buyers of industrial equipment are, for the most part technically-minded people. They want to know what the product is, how it operates, and what it will mean to them in increased profits or in an improved machine. The more intricate or expensive the product, the greater the need for facts clearly and fully explained.

GEORGE T. METCALF

President, George T. Metcalf Co., 31 Canal St., Providence 3, R.I.

Industrial products are bought only after consultation with a group of executives and only after someone in authority has approved the purchase. Therefore, it is futile when advertising an industrial product by direct mail to aim at getting an order immediately. The objective should be to get inquiries which can be followed up by a salesman.

The medium for developing inquiries does not need to be elaborate or expensive. In our experience, a multigraphed or Auto-typed letter with a return post card is sufficient and the postage does not need to be first class. By this method returns of 10% or 15% can often be obtained. In fact, years ago I got 32% returns from one letter by this method, although I have never been able to duplicate it since. The percent of returns depends a lot on the type of product and its relative newness.



Yes, the saucers should be punched with my usual holes . . .
But with this side-stitched book, look how it folds!

MAIL ORDER LIST BROKERS

We are specialists
in finding suitable
lists for large mailers.

We are specialists
in finding suitable
customers for owners' lists.

JAMES E. TRUE ASSOCIATES

"Jim" True
"Hank" Ruby

Charter
Member
National
Council of
Mailing list
Brokers

James E. True Associates
419 Fourth Avenue
New York 16, New York

When inquiries come in, then is the time to splurge. Send the interested party the works and what you send him should be well prepared and can be relatively expensive because you are not broadcasting it; you are reserving it for interested parties only.

After the inquiries have been answered, the salesman should be informed about them promptly and in detail and a followup should be established to make sure the salesmen call on the prospects. In fact, when referring the inquiries to the salesmen for followup, the salesmen should be impressed with the fact that you are giving them prospects and not suspects. Finally, accurate records are necessary to determine how many inquiries resulted in sales and to which mailing or mailings sales should be credited.

FERD NAUHEIM (Counselor)

Woodward Building, Washington 5, D.C.

The campaign aimed at many thousands of suspects is popularly called a "Buckshot Campaign". When the list is narrowed down to a few thousand or a few hundred selected prospects it is dubbed a "Rifle Campaign". But when you pull the rope still tighter and bear down on a mere handful of your juiciest, ripest plums . . . that's what I call a "Tweezer Campaign".

Working with two clients during the past year, I found that although each had a fairly broad field of *suspects*, there were isolated prospects who offered the greatest possible potential. These were big-name firms with immense buying power. For one client, we decided to do a special "Tweezer Campaign" on the pick of the pack. We used the tweezers to compile a mailing list of 30.

The primary objective was to create a type of direct mail that, without question, would reach and command the full attention of the key executives. Second, by the time the campaign was completed the key man would *desire* an appointment with the mailer. Finally, the theme of the campaign was to be the strongest selling point the mailer had to offer.

These objectives were accomplished through the mailing of *packages*. Attractively gift-wrapped, hand-addressed packages get through to the addressee. They were given immediate and personal attention. The contents of the

packages were chosen because they symbolized the key selling point.

The mailings were made to only five prospects at a time. All three packages were received in an eight-day period. On the tenth day the phone call was made. 80% of the prospects made appointments when phoned. To date 50% of the interviews have been converted to sales.

Industrial mail advertisers must give immense consideration to the volume of competitive direct mail their prospects receive. The attention and interest being sought must be merited by *logical* departures from routine methods. Such departures must be soundly planned to avoid being foolish, fantastic or irrelevant. Because they are off the beaten path it is unusually important that their direction be unswervingly direct to clearly visualized targets.

RAE M. SPENCER

President, The Davis Press, Inc., 44 Portland St., Worcester 8, Mass.

Perhaps the reason that there is so little material on industrial direct mail is because in so many cases it is a by-product of an executive whose main interest is either sales or management.

For instance, in our locality, which you would think of as a very profitable industrial one, there are very few advertising departments, as such. The planning and production of advertising and printed matter may be in the hands of a busy president, treasurer or general manager. We even work with one or two firms where the purchasing agent has "had advertising wished on to him," much to his disgust.

Blessed is the president or general manager who, even though he does not have an advertising department, realizes that *advertising* is a sales tool and that *all* advertising is related — trade paper, direct mail, packaging, publicity releases, etc. He is more likely to make the sales department responsible for the coordination of the efforts along this line. It is strange, however, how few sales departments realize the value to them of the printed word. If they recognized how much easier their work would be, when the path to sales was smoothed ahead, or their calls were properly followed up, there would be twice as much direct mail.

WILFERD A. PETERSON

Vice President, The Jaqua Company, 101 Garden St., S.E., Grand Rapids 2, Mich.

We have developed through the years many plans whereby the manufacturer's agent or the distributor selling to industry sends us in a list of names for our client. We then send a series of mailings to that list which helps the wholesaler's salesman or the manufacturer's agent do a better job when calling on the prospect.

From the standpoint of the distributor's salesman who makes calls with a huge book, the direct mail may actually help to get the prospect to ask about the specific product about which we have sent him a mailing.

In the case of the manufacturer's agent, of course, he is more likely to concentrate on fewer products and therefore the mailing in advance of his call helps to pave the way and do a pre-selling job.

Because of our knowledge of the effectiveness of direct mail, we invariably play up in the ads we develop for clients, a booklet, bulletin, or a catalog. The result is, I know, that we get far more inquiries from the trade paper ads we prepare than the average agency does where the tendency is to neglect direct mail and neglect to put some kind of an action-getting inducement into the trade paper ad.

FRANK B. SOHL

President, Githens-Sohl Corp., 203 E. 12th St., New York 3, N. Y.

It seems to us that in this industrial field, you should plan to use all the basic rules of printed salesmanship... **TIMES TWO!** . . . for the guys on this mailing list are **SO DIFFERENT!**

In the hands of the professional purchaser (purchasing agent), executive, or engineer, the "industrial printed salesman" gets that cold and calculated look. This printed selling tool has to show real, concrete advantages . . . soundly authentic . . . well organized . . . to hold the coldly logical and analytical mind of its reader. It should also be so attractive that it earns its way into an order or the reference file instead of the wastebasket.

With industrial direct mail, you should plan to use all the basic rules of printed salesmanship **TIMES TWO!** Double your effort on **QUALITY**. Naturally, start off with convincing copy; good layout and smart artwork; photos carefully chosen and retouched help, too; good typography and printing are an absolute must!

SHOW

THE *NEW* LINE OF FORTUNE GBNP* CHRISTMAS LETTERHEADS

- ✓ 24 gorgeous Christmas Letterheads lithographed in full color. New designs and creations that make you money.
- ✓ 8 full color lithographed envelopes in Christmas designs. Also two plain envelopes in same stock to match letterheads.
- ✓ *Low* prices to give you *more* profit!
- ✓ Samples free and postpaid. Just send coupon below.

BOOTH NO. 1
BOSTON SHOW
M.A.S.A.
OCTOBER 9-12, 1954



LETTERHEAD NO. 714

GBNP*

*MEANS: "GREETINGS
BY NEWBERN AND
PARKMAN"

Manufactured by the

NEWBERN CO.

ARLINGTON, TEXAS



LETTERHEAD NO. 720

Letterheads

LIKE THESE—
IN FULL COLOR!

Mail this Coupon Today!

THE NEWBERN COMPANY
ARLINGTON, TEXAS

MANUFACTURERS OF THE FORTUNE LINE OF GBNP CHRISTMAS LETTERHEADS AND ENVELOPES.

PLEASE SEND PROMPTLY, FREE AND POSTPAID WITHOUT OBLIGATION, THE NEW 1954 GBNP LINE OF CHRISTMAS LETTERHEADS.

FIRM NAME BY

ADDRESS

CITY & STATE

The NEWEST and BEST

in all

ADVERTISING MATERIALS and SERVICES

will be found at the

Third

ADVERTISING ESSENTIALS SHOW

Grand Ballroom and
Adjacent Ballrooms atop the

HOTEL BILTMORE
New York City

NOVEMBER 15th, 16th & 17th

if you **BUY** . . . or if you **SUPPLY**
PRINTING - PAPER - BINDING - TYPE
MAILING LISTS - ENVELOPES - LITHOGRAPHY
VISUAL AIDS - ART SERVICES - DISPLAYS
OFFICE EQUIPMENT - SPECIALTIES

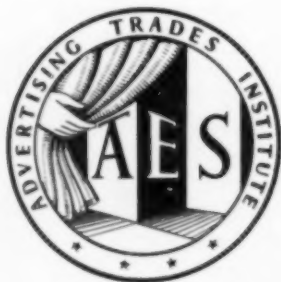
OVER 9,700 ATTENDED LAST SHOW!

Write . . . **Now** for Tickets . . . or full
information about Exhibit Space . . . to

ADVERTISING TRADES INSTITUTE, INC.

THOMAS B. NOBLE, Chairman
SUITE A554

270 PARK AVENUE, NEW YORK, N. Y.
MURRAY HILL 8-0091



Next Sales Aids Show, May 23, 24, 25, 1955
Hotel Biltmore, New York

L. S. RONEY

Vice President, Franklin Printing Co., 23rd &
Chestnut, Philadelphia 3, Pa.

I think the **FIRST** requisite of good industrial direct advertising is a clear understanding of just how it is to be used and what it is expected to accomplish. Let's just take a few of its possible duties:

1. To get inquiries from interested prospects to be followed up by the sales force.
2. To precede the salesman's visit and make the prospect want to hear his story.
3. To follow the salesman, reminding the prospects of the sales points made.
4. To be used by the salesman in his sales presentation and left with the prospect.
5. To take the place of the salesman on items which can be handled more profitably by mail order.
6. To expand the customer's acquaintance with the complete line of products.
7. To serve as a reminder to the customer for reorders.
8. To quickly announce a new product.
9. To explore possible new applications of the product.
10. To strengthen a product's background and make its acceptance easier.

I have noted a recent tendency, particularly on the part of several agencies, to be overly elaborate in the physical presentation at the expense of material more essential to advancing the sale of the product. This seems to be on the assumption that the prospect will look but he won't read. No belief could be further from the fact. No prospect group is more willing to read or more avid for information. The planner needs to recognize this fact and take advantage of it.

Case histories still have the strong selling value they have always had. They are sure-fire to readership. However, to be really effective they need to be done in a series with some strong tie-up between pieces for memory value. Incidentally, I have noted some tendency recently to shorten the case history by failing to deal adequately with the situation or problem the product had to meet. If this isn't clear the whole point of a case history is lost.

ROBERT G. SILBAR

Account Executive, Direct Mail Division, R. L. Polk & Co., Detroit 31, Mich.

While there is no quarrel with trade paper advertising, which has a definite place in an advertiser's budget, most trade publications have become so bloated with advertising in recent years, that a full page ad, competing with every other full page ad, is lost in the wilderness. A machinery manufacturer, for instance, wants to be represented in his favorite trade publications because

he sees his competitors advertise there. But he overlooks the basic reason for advertising. It is not merely to be counted among those present; it is to *sell goods*.

It would be far better for an industrial advertiser to direct his advertising arrow straight to his most logical prospects by means of a concentrated direct mail approach. Using direct mail, his pieces would not be hampered by competition with other ads, each crying for attention. He would not be required to tell his story in the confines of a 7" x 10" page size. He could tell his complete story, not just a part of it.

Too often, when an industrial advertiser uses direct mail, there is a tendency merely to reprint a magazine ad. This overlooks the prime purpose of mail advertising — to tell the prospect *where to buy the equipment locally*. In the field of industrial marketing all sales are local, just as they are in other fields. Direct mail, imprinted with the name and address of the nearest dealer outlet, can do more for an industrial advertiser than a magazine ad which merely asks for inquiries to be sent to the manufacturer, who in turn must relay them to his dealer outlets, who in turn must contact the prospect. It is far better that the source of supply, locally, be identified right at the start — and that is a job industrial direct mail can do best.

I. H. BLOOM

President, Direct Mail Service, Inc., 930 Penn
Ave., Pittsburgh 22, Pa.

The difficulty, as I see it, is that too few of us who are interested in direct mail realize that the principals which govern the use of the mails in consumer and mail order activities do not apply very much to the many problems that confront the industrial advertiser. In the case of consumer and mail order campaigns, the stress is on direct returns and the "tricks" of the trade are used in an attempt to increase these returns. But the industrial advertiser is not concerned very much with immediate returns. He is concerned more with "sales conditioning" his markets to help his sales organization and to lay a foundation for future product acceptance.

The cycle of an industrial sale may involve a long time. In many cases, a period of several years may elapse from the time an interest is first created for industrial goods until the day the order is actually placed. The selling cycle, therefore, parallels this time.

Every contact made by an advertiser during this "cycle of selling" may have an influence on the actual placement of the order.

ROY G. RYLANDER

The Rylander Company, 216 W. Jackson Blvd., Chicago 6, Ill.

Some firms may sell to industry by mail alone, but in the heavier industries direct mail does its best work in supplementing the work of the sales department.

Well-planned direct mail does an exceedingly good job of acquainting the prospect with the line . . . pre selling, as it were, describing and picturing the features of a product, and creating a friendly, receptive atmosphere for the salesman when he calls. This technique works best when the advertising department and the sales organization work together as a team. The "home office" keeps the salesman informed of the mailing program. It sends him copies of the mailings as they are made and "sells" the salesmen themselves on the fact that the company is spending real money on direct mail to make their work more efficient and productive . . . to secure leads and to represent him between calls.

The salesmen, on the other hand, can help tremendously by providing and maintaining accurate mailing lists in their territory. But additional work needs to be done in this area for salesmen are not always inclined to do the necessary detail work with any great enthusiasm.

CLAUDE GRIZZARD, JR.

Grizzard Advertising, 342 W. Peachtree St., N. W., Atlanta 3, Ga.

The most important thing to our way of thinking is to get the recipient to do something. Get him to write for a booklet, ask for information, participate in a survey. If possible make it something that requires salesman participation — something that opens the door for a sales call which might otherwise not have been opened.

These inquiries cannot be for just any booklet or any information. If you produce material that is worthwhile, industrial clients will want it . . . but they cannot be fooled. You better be sure when you send it to them that it is worth their time to study it or else it would be better to have forgotten the whole thing in the beginning.

FOX RIVER

COTTON PAPERS

"Dress Up"

DIRECT MAIL

Ask your printer to show you samples for your next Direct Mail Piece.



BONDS • LEDGERS • ONION SKINS
VELLUMS • BRISTOLS • THIN CARDS

FOX RIVER PAPER CORPORATION
Appleton, Wisconsin

7 HOT MAILING LISTS

1. **CORPORATIONS WHO BUY GIFTS—\$10 PER M.** 25,000 names of America's largest firms who buy Christmas gifts in bulk for distribution to stockholders, Company Officials, Clients, Customers and employees. Geographically by state. Includes names of gift buyer.
2. **KOREAN VETERANS—\$15 PER M.** 6000,000 names of Korean and European Veterans. Selection by state only —Current addresses.
3. **CATHOLIC LISTS—\$20 PER M.** A—500,000 Members of Catholic Labor Unions. B—400,000 Contributors to a large Parochial School and Church project in the Far West. These lists raised several million dollars.
4. **GOVERNMENT BUYING AGENCIES — PRICE \$20.** Complete list of all military and civilian Federal Purchasing Agencies.
5. **NATIONAL LIST OF DISCOUNT HOUSES — \$20 PER M.** 2,000.
6. **NATIONAL LIST OF PARTY PLAN OPERATORS AND JOBBERS — \$20 FOR LIST.**
7. **90,000 EXECUTIVES, MAIL ORDER GIFT BUYERS — \$15 PER M.**

Write on your business letterhead for free copy of our Mailing List Catalog No. 9

DUNHILL INTERNATIONAL LIST CO., INC.

565 FIFTH AVE. AT 46TH ST., NEW YORK 17, N. Y. ■ PL 3-0833



MAKE 'EM LAUGH!

Friendly prospects buy quicker. Make yours laugh with the "Let's Have Better Mottoes" monthly mailings. Unusual — effective — economical — exclusive. Write for details on your business letterhead.

FREDERICK E. GYMER

2125 E. 9th St. Cleveland 15, Ohio

BE A
BIGGIE
from the
BEGINNING

Sales come easier when your advertising, letters, and follow-up materials have the "already successful" look, especially on a new venture. To get the copy right and the layout bright, let Bob

Rainey expedite the whole production for you. Write today for proof that it pays to work with "the advertiser's handy man." Address:

AD SCRIBE P.O. Box 254-A North Canton, Ohio

Once you have something worthwhile . . . don't send out too much of it. People are busy, particularly businessmen. They get a lot of mail . . . a lot that they do not consider worth reading. You cannot afford, for the time and thought put into worthwhile information, to have it go into a wastebasket unread.

Too little industrial direct mail gives enough thought to (1) getting attention and the factors that are effective in securing attention in this busy day, and (2) too little direct mail for industrial accounts ties in with the salesmen and works with them as a team.

T. A. CONNELLY

The Connelly Organization, Inc., 1010 Arch St., Philadelphia 7, Pa.

It is my honest opinion that in most cases the important thing to do is to sell an idea in industrial advertising rather than attempt to sell a product. I believe that ultimately people buy, they are not sold except insofar as an idea has been implanted in their mind

that makes them interested to the point of securing further information. Most industrial advertising is intended to sell interest in a big unit of sale and it follows that it is not purchased like a mail order item or like a retail store item. Therefore, I believe (again generalizing) that an electrically typed letter is the preferred format since its individualized appearance and personal touch is conducive to the right kind of attention and is consistent with the calibre of executives who make major purchases.

As important as impact or attention value in the physical appearance of the letter is the continuity of direct mail effort. More than anything else I believe the failing in industrial advertising is in the fact that they expect a single letter or a single mailing piece to do a selling job. We as individuals know that the result of a first call of a salesman is usually to introduce himself and his company and product. It is rare that he gets much farther than that particularly in the industrial field.

The entire program should be written at one time, if not in minute detail at least in synopsis form and at least two or three letters or mailing pieces designed at one time to insure proper continuity of thought. Equally important is the setting up of a schedule — if it is set up at one time and rigidly adhered to it can take cognizance of holidays and of seasons and thus be in tune with the time of the year, as well as having continuity and a properly spaced interim between mailings.

FRANCIS S. ANDREWS

President, American Mail Advertising, Inc., 610 Newbury St., Boston 15, Mass.

Industrial Direct Mail is a different breed of cat from consumer, mail order, retail, etc. You are dealing with *considered*, rather than impulse purchases. You are dealing with higher units of sale, and you are not attempting to complete the sale in one mailing. Usually, the purpose is to secure leads for salesmen-engineers who will complete the sale. Industrial direct mail probably represents the *advertising* aspects of direct mail more than any other.

Too much industrial direct mail falls short of its mark because it seeks to emulate the "formula" textbook direct mail of the mail order seller. We find too many industrial advertising managers concerned with tipping a stamp to the right on a mailing of 500 pieces. Too rarely do we find industrial direct mail which breathes benefits to the industrial buyer. More often, we find talk about the 100-year-old history of the company. Both copy-wise and production-wise, industrial direct mail does not take into consideration the educational and interest level of the recipient.

One of the toughest problems currently is to get industrial advertisers thinking about using direct mail on a planned, campaign basis, rather than as a one-shot use for some special purpose. It has only been in the last two years that we have been able to interest even our best industrial clients in "a campaign." Usually, they think of direct mail as "merchandizing a trade ad reprint," or a price change announcement, a spot offering, an announcement of a change in salesmen, etc. Thus, they think of direct mail as a volunteer fire department of advertising rather than a full-fledged medium worthy of the same expenditures and the same careful preparation as magazine, radio or television advertising.

THERE IS NO SUBSTITUTE FOR

Bryant's LIST KNOWLEDGE . . .



For the constructive, creative list broker there is no substitute for a practical, firsthand knowledge of how rental lists are procured, how they are evaluated and how they can be selected to the greatest advantage.

All of the key personnel of the George R. Bryant Co. have come into the brokerage field over the same stony path of practical experience. They know your wants and your needs . . . and they're better able to serve you because of their firsthand knowledge of your problems. At some time or another they've faced those same problems themselves!



Owner-user experience of George Bryant in the catalog merchandising field plus the magazine direct mail knowhow of Helen Tarbox and the long book selling promotion by Jack Maher add up to understanding of your needs. Reach out now and use the services of the George R. Bryant Company — yours for the asking when you call or write



George R. Bryant Co.
Mailing List Brokers
75 E. Wacker Drive
Chicago 1, Ill.



George R. Bryant Co.
of New York, Inc.
595 Madison Avenue
New York 22, New York

Member: National Council of Mailing List Brokers



Supertuff

industrial advertising's super-tough coated cover



A TYPICAL Supertuff APPLICATION

Since its introduction in 1938
this unique cover stock
has increased the effectiveness
of much of industry's
finest printed matter

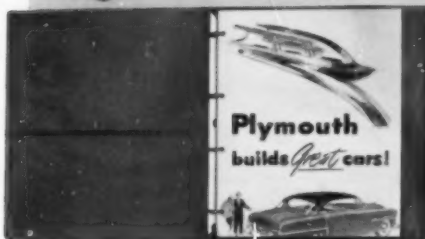
Supertuff . . .

has earned industry's respect
for its handsome, durable excellence—
its rugged rightness —

for

catalog • annual reports • covers
brochure • menus • cards • die-cuts •
manuals . . . and
all pieces justifying
the finest coated cover stock.

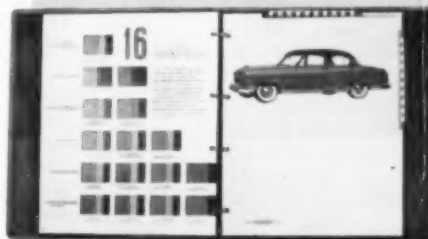
You are invited to write,
on your business letterhead,
for samples or a
Demonstration Kit of
Supertuff Coated Cover.



. . . and tells about it—persuasively—on Supertuff. The current Plymouth 56 page sales demonstration book is printed on Supertuff Coated Cover because it takes kindly to fine screen halftones . . .



. . . offers complete versatility for laminations, die-cut demonstrations and windows . . .



. . . makes the most of colors . . . and keeps its fresh unruffled beauty under daily hard usage . . . the while imparting some of its own superb quality and dignity to both merchandise and message.



THE APPLETON COATED PAPER CO.

APPLETON, WISCONSIN



HOW TO THINK ABOUT INDUSTRIAL DIRECT MAIL

Section IV:

OPINIONS OF INDUSTRIAL ADVERTISERS

First, we'll give you an opinion on which we had to change the heading after the type had been set. Company officials decided some of the subject matter was too controversial and withdrew the original release. We've eliminated company identification and a few of the objectionable paragraphs. We think the opinion is worth reporting because it hits on a very important point of dispute. Sorry we have to label it:

ANONYMOUS

From an industrial advertiser.

Direct mail's enthusiasts may be committing a basic error in strategy by insisting that it be accorded recognition as a full-fledged "advertising medium." Although they can (and should) complement one another, media are often considered competitive — to the extent that their coverage overlaps. Thus, considered as a "medium," industrial direct mail is in competition for the ad dollar with trade paper advertising.

Unfortunately, the combination of semantics and professional pride seems to have caused a lot of us to think of direct mail as advertising's stepchild . . . and to lament the lack of agency interest in it. Perhaps it's time we quit feeling sorry for ourselves.

First of all, is direct mail really advertising? Here's how Webster defines "advertising": "Any form of *public* announcement intended to aid directly or indirectly in the sale of a commodity . . ." Note that word *public*. Public announcements are most properly made in public (mass) media—

radio, TV, newspapers, etc. One of direct mail's strongest selling points has been its rifle-shot ability to pinpoint key people in key industries. In our company, we regard direct mail as being much more than "advertising." A filled-in, automatically-typed letter accompanying your latest sales promotion kit, and sent to a select list of customers and prospects, is not to be classed with "*public* announcements" any more than public relations should be classed with advertising.

As for the much-lamented lack of agency interest in direct mail, perhaps we ought to be grateful for it. This is not said in derision. Most agencies perform an excellent and indispensable business function. But because agency experience (quite properly) is with *public* announcements, they cannot, in most cases, be equipped with the really intimate knowledge of the market that's so essential to the *profitable* use of direct mail. There is no greater truism than the one that defines direct mail as a *personal* medium. And even among industrial advertising men assigned to markets limited in scope, many of them seem to lack the rapport with the trade necessary to establish the *personal* copy approach essential to the effective use of direct mail. In short, the ability to prepare effective public announcements in no way implies a facility for preparing convincing *personal* communications.

One relatively recent development in industrial direct mail seems to be the "do it yourself" approach. The tendency to encourage jobbers and distributors to use direct mail seems to

be increasing. Certainly it makes sense to multiply our own efforts by convincing our jobbers and distributors of the value, to them, of effective direct mail.

We are convinced that it is not enough to just offer literature. A real selling job should be done in terms of self-interest to the distributor.

R. A. CHILDERS

General Manager, Childers Mfg. Co., (aluminum weatherproof roofing and jacketing)
3620 W. 11th St., Houston 8, Texas

My criticism of industrial direct mail in general is: sound direct mail selling practices are not followed the way someone who is dependent for their very existence on direct mail selling, does. They do everything possible to do the best direct mail selling job.

We find in marketing Childers Aluminum Weather-Proof Jacketing that in general, good direct mail selling practices work here as well as in other direct mail selling. All we try to do is to apply common sense or good judgment.

To a considerable extent, the men making decisions respecting the purchase of Childers Aluminum Weather-Proof Jacketing, are engineers in the largest industrial firms in America. They are responsive to a well-written letter, the same as people, because they *are* people.



We know a lot about You



WE HAVE your name—and your address. We know what kind of car you drive—and how old it is. We know *how many* cars you own. And what kind and how old they are.

From what we know about you, we—and others—can pretty well judge how good a prospect you are for, say, an electronic organ. Or a new clothes dryer. Or a 3-D camera. Or almost any product or service that anyone has for sale to consumers.

But you are only one in 39 million! To be more exact, we know as much about 38,977,423 other people as we know about you.

These people are your best prospects. They are all the car and truck owners in this country. Marketing analysts tell us that they account for somewhere between 80% and 90% of the U.S. total retail purchases. And the facts about them are *compiled anew every year* from the records of all the states.

Because we know so much about so many, we can provide for your advertising messages the circulation most accurately fitted to your—and your dealers'—particular needs. This circulation will consist *entirely of these best prospects*. It can be as large or as small as you require. It can be chosen by neighborhood, by

city, by county, by state. It can include owners of all car makes for all model years registered—or owners only of selected makes for selected years.

Now that it is necessary to go out after the retail business that is no longer walking in, it is extremely important that your advertising establish direct contacts between your retail outlets and your best prospective customers. By picking out the people most likely to buy, this highly selective circulation, together with Polk's unmatched direct mail distribution facilities, keeps your advertising on target . . . with each advertisement carrying a single retailer's name and address . . . and circulated only in his sales area.

If you want your advertising dollars to buy more selling power, let's talk things over. Drop us a line.

NEW YORK
CHICAGO
PHILADELPHIA
CLEVELAND
ST. LOUIS

R. L. POLK & CO.

DIRECT MAIL ADVERTISING PUBLISHERS

431 Howard Street • Detroit 31, Michigan

SUBSCRIPTION FULFILLMENT

All operations necessary for prompt, accurate and economical service. Our experience covers more than 100 publications with a combined circulation exceeding 15,000,000!

LIST MAINTENANCE

We are the trusted custodians for the mailing lists of leading retailers, manufacturers, wholesalers and mail-order companies, performing all operations needed for competent list upkeep.

ADDRESSING

Swift completion of large and small assignments, by hand, typewriter or giant typewriter and from Addressograph, Speedamut or Elliot stencils.

PRINTING

Quality work, produced economically on regular and triple-head Multigraph, Multilith or our own battery of high-speed offset presses.

MAILING OPERATIONS

A complete lettershop handling all details under one roof, employing the latest automatic inserting machinery and every other possible money-saving method.

SERVICE!

Fast and frequent pickups and deliveries with our own fleet of modern trucks. Just telephone JU. 6-3530 for immediate service.

CIRCULATION ASSOCIATES

226 West 56th Street
New York 19, New York

WILLIAM A. SCHERFF

Advertising Manager, Plymouth Cordage Co.
(ropes for industry) Plymouth, Mass.

I will have to separate our use of industrial direct mail into two basic kinds: (1) Direct mail prepared and used in cooperation with our industrial distributors; (2) Direct mail from us to selected volume rope users.

In our cooperative work with industrial distributors, we are very careful to make the direct mail produce inquiries, a lot of them. We are always insistent on having the salesmen participate in these programs, first by being advised of them in advance and second by having him deliver the material requested rather than sending it out by mail. The net result has been a definite upturn in rope orders wherever the program has been used.

We are also careful, in this cooperative work, to make it a true distributor's campaign. It is always done on the distributor's letterheads and with his envelopes. It is the distributor who is offering the service. I believe that this buildup of the distributor in an area is far more fruitful in actual results than a simple stock mailing program of manufacturer's literature. Incidentally, the distributor recognizes its true value as useful promotion for his own company and getting him to put in into his schedule is no problem.

In our direct mail to selected groups, we invariably include a free postage return card for a sample of the product we are writing about. We have been averaging a 25% to 30% return on this type of mailing. Here again, we are after inquiries which can be turned into orders. These inquiries are sent to our distributors through the proper district sales office.

Anyone looking over our various direct mail programs will also note one other outstanding point — they are truly service campaigns containing technical information for the recipient and offering useful materials to assist him in his work. We do not deal in generalities about our product or what it can do. We educate, inform, and tell the user how to get more out of our product.

All of our direct mail is prepared only on the basis of having a thorough knowledge of what happens to our product when it gets into the users' hands.

I think the latter paragraphs are the real success of applying direct mail in industrial work. In financial, retail, insurance, and other fields you probably need to do a little more "blue

sky" selling. When you are talking to the factory man or industrial buyers, I think you have got to go down the line and deal with him on a basis that offers him a dollar-and-cents saving, a product that does his job better, or a product that will help him cut production costs.

EDWIN LEX BACON

Assistant Advertising and Sales Promotion Manager, Graybar Electric Co., Inc. (electric supplies & appliances) 420 Lexington Ave., New York 17, N. Y.

First of all I have no criticism of present direct mail practices, at least none about which I can work up much enthusiasm. As far as any questions are concerned, there is always the important one — how to provide proof to management of the efficacy of one's mailing program. This leads me to the one opinion I will state for what it is worth; namely, the importance of tying in one's salesmen with one's mailing program.

To illustrate the point we, here at Graybar, go to considerable lengths to obtain the full participation of our salesmen. I will skip the details. Following the gaining of our salesmen's participation, we then try to wrap up the entire package by concentrating on salesmen's follow-up call reports. Getting the salesmen's participation in this last phase is the most difficult, but we constantly work at it and consider it an essential part of our program. It is in this way that we can prove to ourselves and to our management, at least to some degree, how our direct mail program is operating.

(Editor's Note: We've just learned that Lex Bacon has "guest edited" the 1954 fall edition of *Envelope Economics*, house magazine of Tension Envelope Corp., 19th & Campbell Sts., Kansas City 8, Mo. (headquarters). Entire issue devoted to industrial direct mail. Another indication that the subject is becoming of increasing importance. Copies will be available on request to main office or at any of Tension's local branches.)

ROBERT F. DELAY

Advertising Manager, American Air Filter Co., Inc. (air conditioning for industry) Louisville 8, Kentucky.

What's wrong with industrial direct mail? Follow-up (the gimmick which put the modern, streamlined direct mail car on the highway

to successful sales promotion) in the average industrial direct mail program STINKS.

Poor follow-up is the most potent, single force in the ineffectual use of industrial direct mail! Why? Because industrial direct mail users, unlike their brethren in the mail order business, by and large, do not have to prove through sales, inquiries or influence the effectiveness of their campaigns. And not that they should! Industrial direct mail cannot adhere strictly to the requirements of mail order. But, it certainly can apply the tested, know-how of mail order.

Industrial direct mail must be used as other mediums — consistently — and with meticulous care. Broad planning is necessary and vital. Too many companies rely upon direct mail as a quick way to gain inquiries — then let their program fall on its respective face by having an inadequate system of inquiry follow-up and sales contact.

The basic need in industrial direct mail is a systematized, effective follow-up system so that inquiries are processed immediately to produce an impact on an already proven prospect. Fundamentally, this involves two important steps:

1. A foolproof home office inquiry handling system.
2. Training of field sales personnel in the vitality of a direct mail inquiry and what it can do for them.

Too many industrial direct mail users blame the medium itself, rather than their own mechanical failures in improvising a workable, intelligent follow-up system.

How many industrial companies embark on an ambitious space advertising campaign at the start of a selling season without conditioning the sales force in the field? Not many. Contrast this logical approach with the lack of pre-conditioning of salesmen to a direct mail campaign or to an overall, consistent direct mail program.

This inefficiency should not be laid completely at the door of the advertiser. Agencies entrusted with responsibilities on the sales promotion level are every bit as guilty and responsible. Why shouldn't agencies face up to the responsibility of coordinating a complete direct mail program for their clients?

Sure, some of them have. But agencies on the average, have resisted assistance in industrial direct mail programs. Yet, it can, effectively used,

provide the space program, conceived and instituted by the agency, with most logical and forceful support. It's high time agencies who service industrial accounts started presenting an integrated service rather than clutching 100 percent at their zealously-guarded space commitments. Industrial direct mail would be a good place for them to start.

CASPER M. CLARK

Advertising Manager, The Pfaunder Co.
(glassed steel and alloy equipment) 1000
West Ave., Rochester 3, N. Y.

Industrial direct mail messages must be "down to earth." There is no place for "hoop-la", catchy phrases, etc. When all is said and done, direct mail in the industrial field is simply the *next best thing* to a salesman's call and should be treated in the same way.

Against this, I think it can be said that if industrial salesmen presented their story similar to a lot of direct mail I've seen, they would never get let back in for another call. In our direct mail pieces, we try to deliver a message in about the same manner as our own salesmen would in making a personal call. Factual without fanfare.

My biggest criticism of industrial direct mail is the continued use of flagrantly outdated lists. Mail comes over my desk from lists which haven't been checked in ten years. Also another important point is to be sure the recipient's name is spelled right. It's a human failing that we all like to see our name written correctly.

H. C. JOHNSTON

Sales Manager, The Cincinnati Tool Co. (Mfrs. of Hargrave tools) Norwood, Cincinnati 12, Ohio

Direct mail advertising of industrial supplies and equipment has a very definite place in the marketing program of both the distributor and manufacturer. It is our belief that all direct mail advertising should serve a definite purpose and in other words, be of value to the person receiving the advertising. By being of value, we believe that the following type direct mail pieces should be used:

Guides, charts and other type pieces of literature or cards that can be retained by the customer furnishing him with valuable data on selection and application of tools and equipment.

Direct mail pieces should be standard 8½" x 11" size so that filing or binding can be made of the information received.



**How a Bunn
Package Tying
Machine
saves you money**



It takes just 1½ seconds for this machine to wrap twine around a package of 70 or 80 letters and tie that twine with a knot that never slips. You've got to see this speed to fully appreciate how time-wasting, how costly, how obsolete hand tying has really become.

And the machine *adjusts itself automatically* whether you feed it letters, business reply cards, magazines, parcel post, catalogs, or other mailing matter.

With 5 minutes' training, anyone can operate. Send coupon for users' report on faster, tighter package tying and for details on how *your* firm can save money!

BUNN *the original*
package tying machine
ESTABLISHED 1907

B. H. Bunn Co., Dept. RD-9
7605 Vincennes Ave., Chicago 20, Ill.

SEND TODAY
for this free,
highly-illustrated
tell-all booklet.



B. H. BUNN CO.,
Dept. RD-9
7605 Vincennes Ave., Chicago 20, Ill.

Please rush me Booklet 200 describing how Bunn machines cut costs, save twine, lick labor turnover.

NAME _____
COMPANY _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

In the event of new tools or applications, this information should be stated in a factual way so that the customer will wish to retain the literature and not discard it as just another piece of worthless advertising.

Color is useful but too much creates the opinion that it is just a cute advertising piece. Industrial buyers are interested in easy to use and worthwhile facts with clear cut photographs that are honest and not overly retouched.

Those are but a few of the things that we keep in mind as we develop and redesign our particular type of advertising pieces.

B. V. JONES

Advertising Manager, Link-Belt Co. (elevating, conveying, drying, screening and mechanical power transmission machinery) 307 N. Michigan Ave., Chicago 1, Ill.

We at Link-Belt are not considered as users of direct mail for quick selling merchandise. We are strictly industrial and I am sure that it is impossible to even think that expensive engineering projects and product components can be sold by direct mail.

Link-Belt does, however, use all the available tools of advertising in the marketing and promoting of company

and products. Each year we print and supply a number of self-mailing folders to our industrial distributors, imprinted. These folders make an excellent method for a distributor to use in a local territory, to connect his name and nationally advertised brand name products for acceptance by his customers. It is impossible on mailings of this type, made by several hundred industrial distributors, to secure any record of results.

PETER L. SHUGART

Advertising & Sales Promotion Manager, Separator Division, Southwestern Engineering Co., 4800 Sante Fe, Los Angeles 58, Calif.

(Editor's Note: The following "opinion" needs a special introduction. One of the advantages of a survey of this kind is that it gives us a chance to meet new people with new thinking. Dick Krupp (Krupp's Advertisers Mailing Service, 228 S. Los Angeles St., Los Angeles 12, Calif.) visited Garden City this summer and told us about Peter Shugart; said he was writing a book about "industrial direct mail." We got in touch with him immediately . . . and if his book is as breezy and fascinating as his letters . . . it will be well worth waiting for even though it may hurt the toes of some of the agencies and direct mail producers. We asked Pete to give us just "a sample." So here it is. Because it will appear in book form, this "opinion" should not be abridged, condensed or quoted without the written permission of the author:)

What makes successful industrial direct mail? Across my desk comes a call report from one of our salesmen. His report says: "Blank Company claims they've doubled their business with our product . . . ordering four more next week."

Successful industrial direct mail starts right at this point. If the reader claims he doesn't have such stories, or customers, then I suggest the reader had better get out of his office and talk personally to customers. The stories are there to be had. In this case history, I'm lucky, my salesman tells me. In other cases, I've talked arms out of sockets getting at the real facts about the reason-why the customer is happy with my product.

Now . . . I have Blank Company doubling business with My Product. I personally contact that company and obtain the COMPLETE story. Why? Where? When? How? With What? Not only has this Blank Company doubled business, but it is obtaining 98% efficiency instead of a previous low 80% efficiency. I take the story in hand, all approved by the Blank Company. Let us assume that this Blank Company is in the business of screening sand. My Product is involved in that operation. I assume that all other

CUPPLES-HESSE

WELDSEAL^(c) ENVELOPES

Speed up addressing, inserting, sealing

WELDSEAL envelopes have no flap curl. They seal faster and stick tighter, no matter what kind of paper stock you use.

That Means you get faster, easier feeding on inserting and sealing equipment, on addressing equipment or postage meters.

WELDSEAL envelopes give you a secure seal—but they never seal or "block" in storage, because they are not affected by heat and humidity as are ordinary envelopes.

Write for samples today.

CUPPLES-HESSE CORPORATION 4171 N. Kingshighway Blvd., St. Louis 15, Mo.

YES—please send samples • name _____

firm name _____ title _____

address _____

mail
this
coupon
TODAY

Blank Companies who are screening and will want to know about it.

I proceed with the typewritten story in hand to the offices of The Market Compilation and Research Bureau, North Hollywood, California. The List Compiler looks at my story and promptly advises there are 4,000 sand companies in the United States.

I give the List Compiler 4,000 envelopes and ask him to put those companies on those envelopes. While the envelopes are being addressed, I ask Advertisers Mailing Service, Los Angeles California, to multigraph a certain message on 4,000 letterheads. The total message is not so important as is the two-line paragraph indented that says: "How Blank Company Doubled . . . etc." While the letters are being multigraphed something else is happening. Rainbow Press, Los Angeles, California, is printing black ink on yellow cards. This message says: "YES . . . send me details about how Blank Doubled . . . etc."

The cards and the envelopes arrive at Advertisers Mailing Service. The typists then proceed to individually type the names on the envelopes into the "salutation area" of each multigraphed letter. This is personalizing—because the letter will appear to be

hand-typed. Not a "form" letter. A facsimile signature is printed. Folding, inserting, sealing and stamping ensues. The 4,000 messages are on their way. I have offered to tell 4,000 companies how one company doubled its business. At no obligation.

Now stick with the motion. Don't stop to wonder why it wouldn't be "cheaper" to multilith instead of multigraph. Or why it would be cheaper to go third class instead of first class. Or why not just send the card and to heck with the letter. It will *not* be cheaper to do these things. When you cheapen your approach you will obtain fewer sales — as certain as night follows day, ad nauseum. Therefore, forget all the million-and-one possibilities that made direct mail, customarily, a problem.

Within two weeks I received 360 requests for information. The yellow cards come tripping in batches. How come the other 3,640 don't want to double their business? I give you the same question inverted: How come the other 30,640 magazine readers don't answer your advertisement? Nobody knows . . . and we don't care. We've got 360 "live ones" in hand.

I send them the story (printed, mimeographed, multilithed, in any

form or level of prestige you wish.) I notify my nearest salesman. I also tell the inquirer the name of the nearest salesman. I send the story plus the catalog, etc. Then my salesman takes over. He makes his own letter follow-up immediately and then begins to contact the live ones personally.

When he meets the receptionist, he starts right in at "doubling your business . . . Mr. So and So asked about it." What happens. Within 6 months *all* of my salesmen inform me that out of the 360 inquiries, 160 of them are "Good Prospects." Within the same 6 months, 7 companies are converted into customers. Is this significant? It is significant only when you know the average unit of sale *plus* potential reorder. In this case history the average unit of sale is \$2,000. Within 12 months, the number of customers has increased to 12 converted out of 360.

Because I am an industrial advertiser I know that anywhere from one year to three and one-half years can lapse between first contact and sale. This campaign is a success. I have taken a specific market and given it a specific message that strikes at the heart of each member of that market. My salesmen are enthused at the 360 voices of interest. I am enthused be-

McGraw-Hill Publishing Company, Inc.

THE UNIVERSITY OF CHICAGO

CONSUMERS' RESEARCH, Inc.

Book-of-the-Month Club, Inc.

AMERICA'S
TOWN MEETING
OF THE AIR

The AMERICAN
HOME

LOOK



CURTIS CIRCULATION COMPANY

Cadillac Publishing Co., National Travel Club



KIPLINGER *Letters*

AROUND THE WORLD SHOPPERS CLUB

U.S. NEWS &
WORLD REPORT

TIME The New York Times

The Journal of Commerce

MODERN HANDCRAFT, Inc.

Guaranteed Results ?

We wish we could — but no one can, of course. We do guarantee intelligent recommendations by our experienced executives, plus quick, efficient service.

Our clients settle for nothing less than the most successful results and they have been using MADDERN recommended lists for years. You'll want to use them, too, once you give them the fair test they deserve.

Yes, we have industrial lists to offer, as well as consumer lists of mail order buyers. Send the coupon for FREE details.

NATIONAL WILDLIFE FEDERATION

Miles Kimball Company

IF YOU OWN A LIST...

Let us tell you how our services can help you put it to more profitable use.

WILLA MADDERN, INC.

CHARTER MEMBER

NATIONAL COUNCIL OF MAILING LIST BROKERS
215 Fourth Ave., New York 3, N. Y. • ORgon 7-4747

Please send me FREE information about:

- ☐ More responsive lists for our own use.
- ☐ How your services can help us increase profits from the use of our own list.

Name.....

Company.....

Address.....

City..... In..... State.....

A Specialized Ad Agency For DIRECT SELLING MAIL ORDER ADVERTISERS

WANT more orders, inquiries, leads from your ads? Need more sales nationally, regionally? Many concerns grow bigger with the proper advertising plan.

A SUCCESSFUL newspaper, magazine, trade paper advertising campaign requires pulling ads that really click and publications that get results. It's what you say, where you say it, and the plan in and behind your advertising that make the difference.

EXPERIENCE counts. Let the Martin Advertising Agency work with you in developing effective publication advertising. The right ad, in the right size brings results.

INCREASE your sales. Put specialists on the job for you. Obtain powerful, action-compelling ad copy and proven advertising techniques. Give your advertising dollars the chance to go further.

WE offer you a thorough service based on 31 years' knowledge. When we accept your publication advertising account, you get the benefit of thorough, sincere advice, sound analysis and full cooperation all along the line.

LET us help you solve your advertising problems. Put your publication advertising budget in our hands. Careful planning always pays.

APPOINT us to place all your publication advertising. Many successes. Fully recognized. Member A.A.A. Publishers' rates all publications. Consult

MARTIN Advertising AGENCY

Direct Selling Mail Order Ad Specialists
15 E. 40th St., Dept. 15, New York LE 2-4751

"ALL-PURPOSE" FELINS PAK TYERS



ALL-PURPOSE because they will **AUTOMATICALLY ADJUST THEMSELVES AND TIE TIGHT** and light or heavy bundle, package, box, within the capacity of each model. There are several models to choose from.

ALL-PURPOSE because they will handle all the tying problems in

your office, mailroom and factory more efficiently than you believe possible.

ALL-PURPOSE because they use twines from 3 to 24 ply as well as tapes and braids.

ALL-PURPOSE because anyone can operate them efficiently. They are sturdily constructed to give long dependable service.

LET FELINS CUT YOUR MAILING COST NOW.

MODEL F-6-J ILLUSTRATED.

Send for prices and circulars

See us at Booth No. 38 MASA Convention Oct. 9-12 and DMAA Convention, Oct. 13-15, Boston.

FELINS TYING MACHINE CO.
1351 N. 35th St.
Milwaukee 18, Wis.

cause I obtain action and can measure the cost of selling against the sales created.

It would require a book (and such a book is being written) to compare this action with other direct mail campaigns and styles and against space advertising, against publicity and against trade shows. However . . . in this single campaign is the "secret" of successful industrial direct mail.

Please note: We did not expect our printer to create the campaign; nor did we expect the list compiler to tell us what to say; nor did we expect our lettershop to write the copy. The List Compiler provides the best names. The Lettershop provides the best kind of processing for the letter. The Printer provides the best kind of printing for the card. We write our own personal story to the market. The salesmen do their own special kind of follow-up selling. Together we make up a thing called industrial direct mail. While all of this is going on, the agency is putting out the best kind of space advertising; the publicity writers are persuading publishers to print the best stories in their editorial columns; the sales manager is appearing at the best trade shows; the entire TEAM is at work. Direct mail took a single facet and made it pay, or contributed to the increase in sales. For some industrialists there should be only direct mail. For some, no direct mail at all. This article does not propose to answer all of the questions. The single question of "What makes successful industrial direct mail?" can be answered as follows: "The ability to say the right thing to the right people in their language in the least complicated fashion."

We'll answer one argument. Why not just send the story out to all of the 4,000 companies? My answer is . . . try it. For you it may be profitable. For me, it is not profitable. I find that out of 4,000 who get the story at one "blast," less than 4% respond in any fashion. The remainder make up their own minds that the whole thing is too complicated or expensive. Instead I want 360 (9%) who simply want to know how to double their business. My salesmen will handle them properly. Besides, compare the cost of sending 4,000 letters *plus* cards *plus* envelopes against 4,000 letters *plus* cards *plus* story *plus* catalog *plus* envelopes. You are throwing away your dynamite on unknown quantities. Pre-select the 360 who are interested. It will cost you much less to sell them in the long run.

Industrial direct mail is successful when you separate the interested people from the unknown people and concentrate on selling the interested. In my experience, you obtain more dollars in closed sales for every single direct mail dollar than by way of any other medium. When you "blast broadside" at the entire market with your catalog, you are entering the publishing business (only you have nobody buying advertising space in your catalog to make it pay). When you invite a man to find out how you've helped someone double their business, you are selling at the sharpest target level possible. But use the right message for the right people. Take 4,000 companies that yield 360 interested companies that yield 160 good prospects that become 11 customers (doubling their business with your product).

Before you do any of this . . . figure out how much you can afford to pay to get each customer. Then compare that figure with your cost of getting 11 customers out of 4,000. You may find that you need one of the 101 OTHER KINDS of Direct Mail not covered in this case history campaign.

LOUIE LATHAM, JR.

President, Latham Time Recorder Co. (payroll, job time recorders; night watchman's clocks)
76 Third St., N. W., Atlanta, Ga.

IT'S high time that an article on industrial direct mail was done. Of all the forms of direct mail, this phase of it seems to get less attention.

Here are a few rules that I have personally adopted as most beneficial in my own mailing:

1. *Short copy is better than long.* The businessman is too busy for long letters. He gets far more mail at the office than he does at home. If you are after an inquiry, you can very easily say too much. Then you leave too little room for him to write for more information. Since so much of industrial direct mail is merely to get an inquiry, the full story should be saved for the follow-up. I try to say just enough to get the inquiry and let my follow-up mailing or the dealer do the actual selling. This is especially true on any item priced over \$100. The businessman, being interested in profits, wants to know that a purchase will earn a profit over the long pull.

2. *Artwork, color, and attractive frills are secondary.* Give facts. A good quick bit of information with a clear

illustration means more to the businessman.

3. *Get qualified inquiries.* This is very important, especially to us. The inquiry is the first step in the sale of the product. It is only part of the selling cost. Since a great deal must be spent to convert the inquiry into an order, it is better to get a fewer number of inquiries of a high quality than a mass of names with little chance of conversion to an order. (*Editor's Note: Hurrah!*)

4. *Don't be afraid to be persistent in your mailing.* The list should be cleaned very often. A company buys a business machine to answer a problem. Therefore, current trends of business conditions can be used effectively as the theme of the various mailings. Sooner or later if enough reasons are given for the purchase, you can get an inquiry from a business who may have been receiving your mailings for years.

M. W. FREESE

Advertising Manager, Ohio Seamless Tube Division, Copperweld Steel Co. (seamless & electric-weld steel tubing) Shelby, Ohio.

THE seamless tubing business is a highly competitive one (what industry isn't?) with most of our members able to offer reasonably comparable products and equal fabricating and forging facilities. While we use a continuing and substantial schedule in the industrial trade papers to do an overall job of product and name acceptance, we depend on direct mail to keep in close personal touch with customers and prospects.

Our regular mailings of stock lists and technical handbooks are supplemented by informal letters accompanied by reprints of current trade ads, to promote our single source facilities.

Mailing lists are built from names sent in by sales offices, from magazine inquiries and from our customer records, because we want to keep in touch with them in-between orders.

A recent pretzel mailing in a box, consisting of a letter, reprint of our "What's A Pretzel Got To Do With Tubing" ad, and a thick butter pretzel pulled dozens of comments from recipients, including several letters from competitors.

As for actual selling, we leave that up to our salesmen. OSTUCO direct mail is there to dig up active prospects and to keep people from forgetting us.

A Report on the Eve of the DMAA Convention

HOW GOOD IS BUSINESS

So good we are expanding.

Year after year more and more clients came to us, were satisfied and returned for more mailing lists. To continue giving our clients the excellent service they merit, I L B has opened additional quarters in Putnam, Connecticut.

The gratifying commentary on this growth and expansion is that I L B has never employed a salesman. The growth and the resulting expansion are due entirely to the quality and results-producing mailing lists and service... plus, of course the judicious use of direct mail techniques, principles and methods. And now

MRS. AURELIA BURGESS

will help you get even better service and results. She will have complete charge of the New York City I L B office. To Reporter readers she needs no introduction. She has served mail users for a decade (she will not admit to more, lest the admission date her) and is highly respected for her competence. You will meet her and (we hope) greet her at the Boston convention where she will continue reporting I L B growth and progress in person - to you.

INDUSTRIAL LIST BUREAU

45 ASTOR PLACE
NEW YORK 3, N. Y.
GRamercy 5-3350

PUTNAM
CONNECTICUT
8-4854

HOW MANY

mailing pieces must you send out to make your operation profitable? 1,000 . . . or 1,000,000 pieces a year?

HOW OFTEN

do you mail (and follow up customers and prospects) to stay ahead of competition? 2 times . . . or 12 times a year.

HOW MUCH

does it REALLY cost to address your mailings? Have you figured:

- Costly equipment?
- Expensive, skilled operators?
- Ever-mounting maintenance costs?

"CARBO-SNAP"

addressing labels WILL solve your addressing problems. Requirement: Your typewriter + your typist + "CARBO-SNAP" Find out how, ask for free samples and the complete story.

PENNY LABEL COMPANY
9-13 MURRAY STREET
NEW YORK 7, N. Y.

MAILING LIST WISDOM

IN addition to accurate current information and courteous service on a 1001 Lists, the mailing list wisdom of our founder based on more than 40 years' experience in every phase of sales promotion is always available.

EDITH DREY
and

ALAN DREY
will be at the Convention.

WE suggest you discuss your list problems with them.

Write for your free copy of
Lists and Listings

WALTER DREY
INCORPORATED

257 Fourth Avenue, New York 10, N.Y.
333 N. Michigan Ave., Chicago 1, Ill.

SAM E. GOLD

Secretary, Sales & Advertising Manager, Uignum-Vitae Products Corp. (wood products for industry) 96 Boyd Ave., Jersey City 4, N. J.

THEY SAY you never really know a person until you live with him or her.

The same is true of industrial direct mail. The average advertising agency, advertising or sales manager, usually considers direct mail as a "stepchild." They treat it accordingly.

They usually prefer to create a magazine ad which is produced and placed in various publications, with a minimum of effort and the greatest return. Too often (sad to relate) definite results either cannot be traced or they are just not interested to "Get the facts, Ma'm!"

The mechanics of creating and using direct mail advertising effectively involves many details . . . usually, much more time and effort than regular magazine ads.

In planning direct mail promotions, you've got to analyze the markets you want to reach, the mailing lists and prospect lists available, the form that your direct mail advertising will take, the kind of paper you will use, the kind of artwork, the type of envelope (if it needs one), the typography, the time of mailing, the kind of copy, the keying methods, the record system for accurately checking on returns and the costs . . . which information is so essential to effect direct mail selling.

From all this effort and required attention, many advertising agencies, advertising executives and sales managers will shrink. They feel that they will make less money for much more effort . . . so why look for trouble?

We operate our world-wide sales program entirely without salesmen . . . using direct mail primarily to develop inquiries and consummate sales. The writer constitutes the "Sales Force" insofar as "live salesmen" are concerned. However, we do have a tremendous supplementary "Sales Force" working for us most effectively.

We have the printing industry, letterpress, offset, lithography, mimeographing, multigraphing; the letter-shop service industry; the photographic industry; typography field; the paper industry; the engraving world; the art world; ink technicians . . . all at our beck and call.

Our products are sold to over 700 different fields — world-wide. With direct mail advertising, our position is always flexible. We are able to "Sharpshoot" to a specific target, sending a few messages or thousands to a par-

ticular industry, city, town, state or country. Or, we can use "Buckshot" or "Heavy Artillery" and reach a list of 60,000 engineers in the diversified top industrial companies of the United States . . . or as many names in any field we want. There is no limit!

You can do this with the definite knowledge as to *whom* your message will reach in any specific company, as well as the approximate time when your message will reach its destination.

JERALD D. JENSEN

Whitney Metal Tool Co. (Whitney-Jensen tools and machinery) 110 Forbes St., Rockford, Ill.

OUR industrial direct mail policy for the most part has been very simple.

First, we try to prepare the best-looking literature possible, avoiding the Hollywood approach.

Second, we try to make our literature very easily understood. Sometimes we make a long list of items that we feel customers might be interested in. For example, if we are trying to sell an item where sizes might be listed as this: from 1/16" through 2" by 1/16" variation, we actually list out all the sizes in that range. This has been proven easier to quickly understand and our people like it.

Third, we believe in sending our mail first class. We do not think third class mail, or even postal cards, cause much interest.

M. I. STRAY

Charles A. Templeton, Inc. (distributors of industrial supplies & equipment) Waterbury 20, Conn.

FOR the industrial distributor, the situation looks to me like this:

Our most potent and effective exposure to industry is our salesmen, and I would not expect to get an argument on this detail from too many other distributors. Salesmen encounter calling hour schedules, people in conference, people out of town, long waiting periods, "please excuse me today, see you next trip," etc., etc. Within reasonable limits, salesmen are far more productive when they are making a specific call on a specific individual for a specific purpose or on a specific product.

We realize that if salesmen are going to have request calls entirely, a large segment of our potential market would not be called on. However, there seems little possibility that this would

happen and if this status threatened, we would be glad to add more salesmen to pick up the slack.

Now, if you will take three pennies out of your pocket, put them in the palm of your hand, and consider what they will buy, there is nothing which even remotely approaches the three-cent stamp in value. So, with the three-cent stamps, we undertake to make the work of our salesmen more effective, make them more efficient and do many of the small introductory and educational chores which can be done for a lot less expense through the mail than by word of mouth.

PAUL J. BRINGE

Sales Manager, Milwaukee Dustless Brush Co.
(mfrs. of brushes for industry) 530 N. 22nd St., Milwaukee 3, Wis.

ORVILLE REED says: "Many businessmen think of 'direct mail' only as a method that uses high-pressure letters or circulars to sell some gadget for a buck or two."

Orville has put his finger on one of the major weaknesses of industrial direct mail. When a manufacturer uses most any form of advertising or selling, he looks upon it as investment and does not expect a dollar spent on Tuesday to bring a \$5 order on Friday.

And, what happens when he decides to use direct mail? He becomes result conscious. He wants orders, and lots of them, within a week after mailing. His first mailing piece is usually a left-over catalog sheet or a few pages from his standard catalog. Copy and layout that did only a middling job when used for its original purpose, is supposed to acquire some magic power when it is put in an envelope and called direct mail.

A trade book ad reprint is sent out as direct mail with an eye to the saving of plate costs, etc., but as soon as it is called mail, then, by golly, it better bring in orders or he is through with it. Most manufacturers will scoff at the idea of running a single advertising insertion with any hope of immediate results. "Gotta have continuity to make it pay." But, he will insist on immediate and profitable results from his first shot of direct mail.

So, what is the answer? A willingness to invest in direct mail on the same basis accorded other forms of advertising. This means an adequate budget, a continuing program, and the use of enough good brain power to do an adequate job. The manufacturer who does this will get good results from direct mail. If he is not willing



**SALES MESSAGE
and SAMPLE PRODUCT**

arrive together in...

Bag-Velopes



When you mail a sample of your product with a sales letter — you'll find that Bag-Velopes will . . .

- **Save Time** — easy to pack — no tying, taping or labeling
- **Save Money** — no costly boxing, wrapping or twine
- **Get Attention** — because both letter and sample are received at the same time.

Send for samples

CURTIS 1000 INC.

380 Capital Ave. 1000 University Ave. 2630 Payne Ave. 355 Marietta St., N.W. 3206 Polk Ave.
HARTFORD, CONN. ST. PAUL, MINN. CLEVELAND, O. ATLANTA, GA. HOUSTON, TEX.

**Special Lists of Security Brokers—Banks—Security Analysts—Funds
Investment Advisers and Insurance Companies in the U. S.**

For Promoting New Business, Dealer Relations, Distribution of Sales Letters,
Offering Circulars, Special Issues, Annual Reports, Special Reports, Etc.

We address your Envelopes, Cards or Circulars, direct from up-to-the-minute
Metal Addressograph Plates

Send for circular showing breakdown and rates

THE E-Z ADDRESSING SERVICE

83 WASHINGTON STREET NEW YORK 6, N. Y.

Telephone HAnover 2-9492

"SERVING WALL STREET SINCE 1927"

**Want Help Preparing
Your Direct Mail?**

Then get acquainted with the sales-
minded thinking and the proven
writing talents at your service here.
Your inquiry will not obligate you.

EDWARD W. OSANN
175-35 88th Avenue
Jamaica 32, N. Y.

FREE

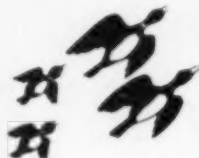
**\$10 KIT OF
STOCK ART**



Write now for your FREE sample "Clip Book
of Ready-to-Use Art" and new Hand-Lettering
on Acetate. Also details on \$10 kit of stock
art free! Cuts paste-up time and costs in
half. No obligation. Send for yours today.

HARRY VOLK JR. ART STUDIO
22 West Verona, Pleasantville 2, N. J.

IT TAKES TWO



DISPLAY ADVERTISING

- Arouses Interest
- Creates Preference

DIRECT MAIL

- Gets Personal Attention
- Triggers Action

After your prospect has been convinced by DISPLAY ADVERTISING, he still must take one giant step. He must act. A personalized mailing piece direct to his desk, in conjunction with a display campaign, is a powerful action getter.

McGraw-Hill has a Direct Mail Division ready to serve you with over 150 specialized lists in the Industrial field.

To get your copy of our free INDUSTRIAL DIRECT MAIL CATALOGUE (1954) containing complete, detailed information about our services, fill in the coupon below and mail it to McGraw-Hill.

Do it now! The best advertising programs are planned well in advance.

for Results



Mc GRAW-HILL
DIRECT MAIL LIST SERVICE

Direct Mail Division,
McGraw-Hill Publishing Co., Inc.
330 West 42nd St., N. Y. 36, N. Y.

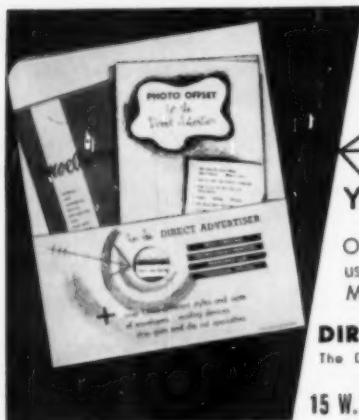
Please forward my free copy of the McGraw-Hill "Industrial Direct Mail Catalogue."

Name _____

Company _____

Address _____

City _____ State _____



IDEA KIT

← for the Direct Advertiser
Yours **FREE** for the asking

Over 8000 direct advertisers have found in us a "different" source for envelopes and Mail-Vertising pieces. How about YOU?

DIRECT MAIL ENVELOPE CO., INC.

The Department Store of "Ideas for the Direct Advertiser"

15 W. 20th St., New York 11, N. Y. WA 4-0500



\$2.00
per copy

And don't forget Horan's
"around the clock"
service whether your
problem is
black and white,
bonday or color process.

GET THE FACTS!

PHOTO-ENGRAVING COMPLETELY EXPLAINED TO THE LAYMAN

Now—"brush-up" with this modern, complete and fully illustrated guide to correct photoengraving methods. 108 pages—lavishly illustrated in black and white, and color

HORAN ENGRAVING COMPANY, INC.
44 WEST 28th STREET, NEW YORK 1, N. Y.

Tel. MU 9-8585 • Branch Office: Market 2-4171

Please send me (prepaid) _____ copies of your 108 page revised book, "The Art and Technique of Photo-Engraving."

My check for \$_____ is enclosed.

Name _____

Street _____

City _____ State _____

to meet these minimum requirements, he will be better off buying 25c mining stock — he'll have more for his money.

JAMES R. DUFFY

Assistant Advertising Manager, Sylvania Electric Products, Inc. (incandescent lamps, radio tubes, fluorescent lamps and fixtures, electronic devices) 60 Boston St., Salem, Mass.

The matter of failing to cash in on leads secured from mailings has long rankled in my mind. The failure to follow up on leads is apparently seldom encountered in companies where mailings total up to several a year, and where success in the degree we think of real volume returns is not an accepted thing. It seems to happen most frequently in instances where salesmen are deluged with leads, and where a large degree of returns from a mailing are accepted as the normal. Comes a time when the salesman, busy in many other directions, begins to look upon a fistful of inquiries as extra work, or worse yet, nuisance.

In the kind of mailings designed to produce inquiries or requests for an information piece of literature, obviously planned to create "leads" for salesmen, I believe that only a small percentage are really personally followed by salesmen.

Our former custom was to handle return cards as follows: (a) Send the material requested; (b) break down the cards by sales districts and send the cards to the proper districts to be passed out to the proper field representatives for follow ups in their territories.

We were in the position then of measuring the success of the mailing from the standpoint of creating interest by the hard cold percentage of inquiries. But after we had sent the literature requested and had sent the cards to the district sales offices for follow up, we were like the boy who "shot the arrow in the air, it fell to earth he knew not where." Once we had let the cards get out to the districts, we had no home office follow-up on the follow-up.

It added up to this: The salesman could follow up all of the leads, just a few of the leads, or conceivably none of them. There was no policing or follow up from the home office to see whether he had done so or not.

We have adopted a new system of following up on the follow-up. We feel that the psychology of it alone (impressing on the salesman that the home office is checking on the fol-

low-up) may represent a percentage of gain in getting the salesman to visit the prospect. Here's the system:

When return cards are received, the inquirer's name is typed on a four-page "snap out" form, on which has been printed the description of the specific mailing on which the request for literature was made, the description of the type of audience to whom the mailing was sent, the number of names on the list, and the exact piece of literature that was requested.

We keep a carbon of this form for follow-up and record purposes. We send the remaining three to the district sales manager. He retains a copy and gives two copies to the salesman, in whose territory the prospect lies. We are now down to the "low man on the totem pole." The salesman either makes the call and fills in the "report back" information on the call, or if he is unable to do so, he passes the fourth copy of the snap-out form to a reliable wholesaler's man who makes the call and fills out the "report back" section of the form.

The actual "report back" copy of the form must come back to the sales department at the home office, even if no call has been made . . . in such cases giving the reason why no action was taken.

We are now adding an address label to the snap-out form so that while the inquirer's name is being typed, the label for the literature envelope is being processed at the same time.

All of this procedure is causing much extra labor . . . and possibly a bit of delay in getting the leads out. But we are going to stay with it for a while at least to show the men that we consider these leads as important.

A. S. VOGAN

Manager, Sales Promotion, Macomber, Inc.
(steel building products) Canton, Ohio.

One of the things to think about in industrial direct mail is a rather unique double-barreled result a recent mailing accomplished for Macomber.

It isn't anybody's fault *but* people that a company sales representative is so busy making a living that there isn't time enough to read and digest all the information in a company product catalog. But boiled-down catalog information into just sales information for the buyer in a colorful direct mail piece designed to acquaint each sales representative's list of customers suddenly became a clear, shining light to our sales organization.

There are many manufacturers in

all lines of specialty production, like Macomber, who spend hours carefully analyzing product information about all the different adaptations of a group of similar products only to find that the men responsible for that promotion and sale give this information a once-over-lightly treatment.

A folder was designed to straighten out the buyer on the various types of steel joists Macomber catalogs, with an illustration and explanation of the function of each joist. While this analysis clarified a designer's choice for a given project and fulfilled its planned objective as a direct mail piece, it so completely reorganized the thinking of our own sales representatives that there was immediate re-

sponse from them that at last our complete line had been clarified to them.

This is one of the by-products of industrial direct mail which proves the point that a factual analysis presented in readable form is its own best vehicle for sales results.

• For the present, this concludes the round-up of opinions. But we received many more which will be amplified in future issues. One in particular will make a feature article by itself. Al Coleman, of R. J. Potts, Calkins & Holden agency, in Kansas City, induced Newton D. Baker, adv. & sales prom. mgr., Black, Sivalls & Bryson, Inc. (mfrs. of oil-field equipment, steel products, control valves, safety heads), 7500 E. 12th St., Kansas City, to give us his outline for thinking about industrial mail. Most complete.

Watch for it in October 1954 Reporter.



The New 1954 Christmas Portfolio's here!



- 33 full-color stationery designs ready for imprinting.
- 21 full-color Greeting Cards.
- 9 full-color Christmas Envelopes.
- Manual with layouts and copy for Christmas Letters and Greeting Cards.
- EXTRA—Stationery available two-up or four-up at regular price—your copy imprinted at 50¢ M extra. 25,000 minimum—3-week delivery.
- Send for your Portfolio today without obligation.



ARTHUR THOMPSON & CO.

109 MARKET PLACE
BALTIMORE 2, MD.

VISIT OUR BOOTH AT THE DMAA CONVENTION

HOW TO THINK ABOUT INDUSTRIAL DIRECT MAIL

Section V:

PUTTING THE PIECES TOGETHER

A critical friend saw this manuscript up to this exact point. After he had finished wading through all the descriptions and opinions, he said: "I'm confused. What are you trying to do, confuse 'em?" We told him: "If you think *you* are confused now, you should see the letters we couldn't print; you should read the reports of interviews with distributors which would shock a lot of staid industrialists; you should inspect the piles of samples we've collected from manufacturers and distributors. Confused? You haven't even started to get confused." One distributor said: "If you are going to interview a wide assortment of distributors, the confusion will multiply as the seventh power of the number you contact."

C. C. Harris (president of Rodney Hunt Mach. Co., Mill St., Orange, Mass.) wrote: "I am inclined to think that varying people in industry have as many different opinions regarding direct mail as in the selection of neckties."

Fred H. Pinkerton (now vice president and sales manager of Reinhold-Gould, Inc., 535 Fifth Ave., New York 17, N. Y., but formerly advertising manager of an industrial division of United States Rubber Co.) told about his early struggles to get direct mail studied in NIAA circles . . . about one panel meeting he arranged with six panelists and only eleven people in the audience. He warned that we'd have trouble getting interest even though industrial advertising managers represent "the greatest number of users of direct mail."

Another friend, who doesn't want to be quoted, says that most industrial-

ists don't understand direct mail . . . it's just a conversational football kicked about by folks who have little knowledge of what it's capable of doing for them.

But in spite of all the warnings and criticisms . . . this reporter refuses to be confused. We think the roundup of opinions (both printed and unprinted) has demonstrated that there is a great amount of interest in the subject.

We can also understand why the NIAA found it so difficult to go through with their project of some years back . . . compiling a manual on industrial direct mail. Maybe this preliminary effort will help. *Preliminary* is used deliberately . . . because we realized halfway through the survey that this could be only a beginning. Not a finished product. There are too many loose ends requiring further study. One phase alone would need a large-sized book.

But what can be done about it *now*? How can the pieces be put together? Can all the varying opinions be rearranged into some orderly *thinking* about industrial direct mail?

At first it seemed logical only to recommend that the NIAA, or some similar industrial group, organize a series of direct mail seminars around the country: Use the opinions and material collected as a basis for intensive training in direct mail (all phases of it). Other divisions of business are doing it. We've been watching, with great interest, the graduate short-term schools in banking, retail, hotel and what-have-you management. Growing . . . and very successful. Why not more attention to industrial?

The American Management Assn. came mighty close to it when it staged a three-day "Direct Mail Workshop and Orientation Seminar" at Chicago (August 31 to September 2, 1953). Program was arranged and chairmanned by Joe Gutheinz (adv. & sales prom. mgr. of Diebold, Inc., Canton 2, Ohio). Although the Seminar was open to sales and advertising executives of all kinds of manufacturing plants . . . the discussions were largely beamed toward industrial advertising, as defined here.

Simply for the record, let's reproduce here the detailed outline for each of the discussion periods during these three days. It may come in handy for future educators or program chairmen of future seminars. It will also give some of you advertising managers a *program for thinking*.

Outline for Discussion

I. THE PART DIRECT MAIL PLAYS IN THE OVER-ALL ADVERTISING PROGRAM

1. Method of distribution
 - a. Direct
 - b. Dealer
2. Type of product
 - a. New Consumer
 - b. New Industrial
 - c. Service
3. Type of customer
 - a. Top level Management, Consumer or Industrial
 - b. Commodity purchasing group
4. Over-all functions of Direct Mail
 - a. Objectives
 - b. Responsibility
 - c. Authority

SAWDON PRODUCTS PRODUCE RESULTS • SAWDON PRODUCTS PRODUCE RESULTS • SAWDON

RESULTS • SAWDON PRODUCTS PRODUCE RESULTS • SAWDON PRODUCTS PRODUCE RESULTS • SAWDON PRODUCTS PRODUCE RESULTS

PRODUCTS PRODUCE RESULTS • SAWDON PRODUCTS PRODUCE RESULTS • SAWDON PRODUCTS PRODUCE RESULTS • SAWDON PRODUCTS

BOOTH 39

**PLAN TO STOP BY
AND VISIT US**

DIRECT MAIL COMBINE-VELOPES
BIND-IN-VELOPES • TU-WAY ENVELOPES

THE SAWDON COMPANY, INC.
480 LEXINGTON AVENUE • NEW YORK 17, N. Y.

PRODUCE RESULTS • SAWDON PRODUCTS PRODUCE RESULTS • SAWDON PRODUCTS PRODUCE RESULTS • SAWDON PRODUCTS PRODUCE RESULTS

II. DETERMINING THE BUDGET FOR THE YEAR'S PLAN

1. "Percent of Sales" type budget
2. Unit budget
3. New Product budget

III. MARKET TESTING A NEW MAILING PIECE

1. Selecting the test market
2. Color testing
3. Copy testing
4. Percentage return testing

IV. MEASURING THE EFFECTIVENESS OF CAMPAIGNS

1. The payoff in sales
 - a. Follow-up on sales people
 - b. Report to Management on results
2. Percentage return effectiveness
3. Cycle of returns with Direct Mail

V. THE APPROACH BEST SUITED TO THE PRODUCT AND TO THE MARKET IT IS TO REACH

1. Market analyzing
2. Product applications
3. Test product applications in given market
4. Users' testimonials

VI. MAILING LISTS

1. Outside mailing lists
 - a. Sources
 - b. Effectiveness
2. Company mailing lists
 - a. Sources
 - b. Control
 - c. Effectiveness

3. List Maintenance
 - a. Addressograph
 - b. Elliott
 - c. Control forms
 - d. Cleaning lists

VII. COORDINATING YOUR DIRECT MAIL PROGRAM

1. Advertising
2. Sales Promotion
3. Publicity
4. Sales Department
 - a. Direct
 - b. Dealer

Another encouraging sign on the horizon . . . so far as direct mail education is concerned. Just as we were completing this study, news arrived that the University of Illinois, College of Commerce and Business Administration,* plans to start (in the spring of 1955) a Graduate Short-Term (2 weeks) Seminar devoted to direct mail. The program outline is excellent. It was submitted to the board of the Direct Mail Advertising Assn., which will cooperate. We predict that many industrial advertising managers will be going back to school when the Illinois project becomes a reality.

*To get your name on the list for advance information on the course . . . write to Robert G. Seymour, director, Bureau of Business Management Service, College of Commerce and Business Administration, University of Illinois, Urbana, Ill.

But Joe Gutheinz' outline and the Illinois program are a little too detailed and all inclusive for present *thinking*. On the basis of opinions gathered, this whole subject of industrial direct mail could be broken down into six fairly simple divisions of study. Each division might require a separate research project for the NIAA or the DMAA . . . and each might need a book or manual . . . but we'll outline the problems and their possible solution.

What the industrial advertising field needs MOST right now is a continuing study of these six phases of direct mail:

1. MANAGEMENT ACCEPTANCE
2. ANALYSIS AND PLANNING
3. LIST BUILDING AND CONTROL
4. FUNCTIONS AND FORMATS
5. C-O-P-Y
6. HANDLING

Those are the *six divisions* which appeared clearly after analyzing the opinions and interviews. All we can do is outline the possibilities under each division. The rest is . . . a continuing study.

WANTED!

Direct Mail Associates for Eastern, Midwestern and Southern Markets

We need associates with up-to-date "occupant" lists and complete mailing facilities to work with us in handling our mass mailings. The rapid nation-wide expansion of our services has paved the way for increasing our associates. An associate of Western Empire increases his business with our mass mailings and our national "Brands You Know" cooperative group-couponing program.

For complete details, contact our DMAA convention representative, Ben Vail, or write our home office.

WESTERN EMPIRE Direct Advertising Co.

612 Howard Street, San Francisco 5, California • Sales Offices: New York, Chicago, San Francisco, Honolulu

MANAGEMENT ACCEPTANCE

Analyze most of the "Opinions" given generally and you will detect a common denominator of thinking which is hard to describe . . . a fear of industrial top management by agencies, printers, ad managers, etc.; a misunderstanding by top management of direct mail or printed promotions; a depreciation of direct mail by salesmen or sales managers.

Might as well face the problem frankly. For only in this first one phase is the real solution for the confused thinking about "direct mail" or whatever term you want to call it.

Most industrial concerns were started and are still headed by engineers, inventors or technical men of some kind. Sales forces are recruited from engineering schools. Sales managers are graduates from engineering schools.

The engineering schools, for the most part, looked down their slide-rule noses at the "gentlemen courses" taught at the schools of commerce and finance, etc. That was the condition around 1916 and the 1920's. And, after considerable checking, we find that the situation isn't a whole lot different today. Engineering training in most colleges and universities does not include training in economics, salesmanship, writing and the other tools of fighting for business. A few schools are changing the trend. MIT has optional courses in salesmanship. Illinois offers optional courses in "journalism" or English. But in the main . . . engineering has been engineering and nothing else.

That is why enlightened firms, like General Electric, when they have recruited new talent from the engineering schools each year, insist that the recruits (for the sales and advertising divisions) take GE's own hard-boiled intensive course in advertising. Many long hours are devoted to direct mail with formal lectures and informal discussions. One reason, perhaps, why General Electric's direct mail is so good.

But in this study, we should not be concerned with GE, or Westinghouse, or DuPont. They have learned their lessons by trial, error and experience. Their direct mail budgets have grown because management investigated, researched and then taught the recruits.

General Electric, for example, has a monthly, voluminous report going to all sales executives and district managers describing and enclosing every keyed mailing to be made in a following specified month . . . even down to the details of *who* wrote the transmittal letter for *which* technical manual or circular; when it will be mailed; to whom; why, etc. Involves millions of dollars a year for all of the products, with the writing and production handled by a hundred or so internal account executives.

But, as said before, GE and a few others do not need this study. This should be concerned with the *average* industrial manufacturer. (The big ones, when you analyze them, are simply a concentration under one roof, or at subsidiary branches, of a lot of smaller components.)

"Routinization"

So the first problem for industrial direct mail is to get *average* industrial management acquainted with it, or accepting it. That is a *problem*. It's easy to see why there is such an easy acceptance of trade paper advertising. The engineering students grow up with trade papers. The papers were part of their education. They still are. Always will be.

The engineering student who becomes advertising manager, or vice president, or president, also becomes the victim of *routinization*, as Ernest Dichter, Ph. D., calls it. When the advertising agency recommends "trade paper advertising," industrial management accepts it because it's frightening to think of doing anything else . . . out of routine.*

We've been interested in some of the investigations in the advertising field conducted by Dr. Dichter, president of the Institute for Research in Mass Motivations, Inc., Croton-on-

*Associated Business Papers, Inc., has been trying to get people to use the term "business papers" instead of "trade" . . . claiming that there are three types of *business papers* . . . industrial (such as *Iron Age*), professional (such as *Modern Hygiene*) and trade (such as *Boot & Shoe Reporter*). But since many of our opinions refer to trade or industrial magazines . . . we have stuck to the old-fashioned terminology.

Hudson, N. Y. (The institute's name scared us, but the findings were startling.)

Dr. Dichter found, for example, that *fear* (insecurity) — and not what is best for selling a product — is one of the prime motivating factors in the selection and use of media among all ranks of agency men and advertisers. That is shocking!

Sponsor magazine (510 Madison Ave., New York 22, N. Y.) recently published a series of 25 articles, co-operating with Dr. Dichter, on an all-media study. We recommend it to all industrial admen (and higher). *Sponsor* and Dr. Dichter found five conscious or subconscious factors often influence admen in choosing media. None has anything to do with *selling* the product. Here they are:

1. *Adman's background*. He tends to stick with what he knows best.
2. *Job security*. Insecure adman takes no chances, follows leader.
3. *Personal bias*. Adman who hates commercials may boycott air media.
4. *Desire to impress*. Adman may plan big splash just to get attention.
5. *Desire to get new business*. (forgetting present customers). Agency may do same to win new clients.

Dr. Dichter also found that agency men and advertising executives are often driven by fear and insecurity because they can't measure exact results of advertising. In consequence, they fall back on these substitutes for creative thinking:

- 1) *Drive toward mass coverage*. "If you shout loud enough, someone is bound to hear."
- 2) *"Unit-circulation-cost" concept* (cost-per-M). Buy the cheapest. Make your competitor outspend you.
- 3) *Make campaigns fit budget* instead of accomplish specific objectives.
- 4) *Sell "prestige"* instead of products for client, as well as self.
- 5) *Depend on some sensational aspect of product to sell it*. Look for "seals of approval" from media giving them.
- 6) *"Just keep drumming"*. The mathematical concept of repetition. Depend on size and frequency to get your message across.
- 7) *Expediency*. Stick to a successful combination. Follow the crowd. Please dealer and let HIM sell the goods. Don't risk a new medium.

Isn't that a good description of just about what's wrong with most industrial direct mail thinking?

ESLEECK

.. Thin Papers ..

Reduce
TYPING, MAILING
and FILING COSTS.

Use
**Fidelity
Onion Skin**

For
**THIN LETTERHEADS
COPIES
RECORDS FORMS**

Send For Samples

ESLEECK MANUFACTURING CO.
Turners Falls, Mass.

NEW LOW-COST SERVICE FOR VOLUME MAILERS

Here's a topnotch organization of skilled and semi-skilled workers who can show you new high speed, low cost performance in

**MAILING PREMIUMS
PREMIUM MANUFACTURING
COUPON MAILINGS
SAMPLING MAILINGS**

We're ready to serve with modern mailing equipment, high speed production assembly machinery, ample warehouse space and plenty of know-how. Write, wire or call and let us show you how you make real savings on your next job or campaign.

WILLIAMSON ENTERPRISES

Division of Williamson Machine Corporation
PHONE 7101 WILLIAMSON, N. Y.

Letter raised \$100,000 for New Church

Feb. REPORTER told how a Bott letter made new church possible for congregation of 105 families. Interested in sales letters? For reprint, write on letterhead.

"That Yellow Bott"

Leo P. Bott, Jr., 64 E. Jackson, Chicago

Respons'N-Blotter increases REPLY-CARD RETURNS!

The RESPONS'N-BLOTTER comes a "BUILT-IN" self-addressed REPLY-CARD and brings it to your prospect's fingertips every time he sees the Blotter.



• SELF-MAILED!
• ONLY ONE ADDRESSING!
Write for sample!
For Name: W-2346

THE OTHER SIDE IS A BLOTTER
RESPONS'N-BLOTTER • 10 Hanover St. N.Y. 5

K. L. Walters (consultant-media planning, Marketing Services Division, General Electric Co., 570 Lexington Ave., New York 22, N. Y.) recently made a statement about the coming challenge of better media selection. Among many other things he said about our changing and more "automationized" lives, were these words:

It is our contention that media people need not be content to limit themselves to existing media. If they can get up on that high hill frequently enough, or long enough, why not give thought to creating new media? I don't know what such new media might be, but it seems to me that if we, as media people, truly mindful of our function, develop what is needed to secure still better definition, coverage, and penetration of markets, something new and worthwhile will inevitably be developed.

Well . . . to many advertising agency people and industrial advertisers direct mail is still a new, untried-in-full medium. To meet the challenge of competition . . . they will be forced to consider it more carefully.

Of course, direct mail is something to be afraid of. Maybe the name itself frightens some manufacturers. Perhaps it should be something technical like "printed sales engineering" or "printed sales machinery."

John Yeck, of Dayton, Ohio, said a mouthful at the 1951 NIAA convention. Worth repeating here:

Direct mail is not easy to do. In the first place, you control your own "circulation." You must build your own list . . . and you can't afford much waste. In other media, someone else builds circulation for you. It gets constant attention, every day. Your mailing list must get constant attention, too. Otherwise, it will gradually fade away.

Secondly, whoever writes your direct mail must have ability. Aesop Glim says writing good business paper advertising is harder than writing for the mass market. Writing good direct mail is harder yet. It can work wonders when it's right . . . but when it's bad, it hurts worse.

Third, you must choose your producers carefully. You don't get any choice in other media. When you buy space or time, you automatically get skilled production men, who see that your message is delivered as you ordered it. But millions of pieces of industrial direct mail are produced by unskilled help . . . and subtly sabotaged by ignorance.

That summarizes the problem. Management, trained in engineering, hasn't really faced the challenge of an un-

familiar, difficult-at-times sales tool. Nor has the average industrial advertising manager.

For instance, Howard B. Begg (general manager of Squier, Schilling & Skiff, Inc. — industrial supply distributors — Newark, N. J.) recently talked to the Eastern Industrial Advertisers Assn. in Philadelphia. He pleaded with manufacturers to stop treating distributors like a "stepchild" in the realm of advertising. He blamed the serious lack of advertising by distributors on the manufacturers' failure to help adequately.

But here was the real shocker! Mr. Begg stated flatly that his own firm had been visited by only four manufacturer's advertising executives in the last nine years by actual co. nt. How could the advertising managers know the distributors' problems if they were too lazy or indifferent to visit the outlet for their advertising? If easily-accessible Newark received that treatment, what about distributors in more faraway spots?

Four Mailings Per Month

That particular situation is made worse when you study a survey made by *Industrial Distribution* in December 1953 (McGraw-Hill). A countrywide survey of industrial distributors showed that 91% use direct mail; 99% use the telephone directory; 66% use newspapers or local magazine advertising; 84% use gifts and/or novelties. When asked "What is your most effective form of advertising?" . . . 74% spotted direct mail; 7% credited the telephone directory; 2% newspapers; and 12% didn't know.

Twenty-five percent (25%) of the distributors said they averaged four mailings a month; 16% mailed twice a month; 31% every month; the rest scattered down to once or twice a year.

In other words, if the distributors of industrial machinery and supplies are as much interested in direct mail as they seem to be . . . why shouldn't the manufacturers (most of whom have distributors or representatives) be more interested than they appear to be?

I wish it could be possible to get into one room at one time the presidents of about seven hundred certain companies. I'd like to put them through the nightmare of seeing, with their own eyes, the pieces we've collected during this survey, from all of them. They should hear the confidential remarks from distributors, recipients, analysts, etc., on what's good and what's bad.

On one side of the room, there would be the stars which are men-

tioned favorably repeatedly by distributors . . . such as: American Marietta Co., Norton Co. and subsidiary, Behr-Manning Corp., Black & Decker Mfg. Co., Delta Mfg. Co., Falk Corp., Ladish Co., Simonds Saw & Steel Co., Worthington Pump & Mach. Corp., among others.

On the other side (or sides) there should be the atrocious material supplied to distributors by a big majority. These *presidents*, careful in their own dress and manners, would see why and how they are not stacking up with competition. And by competition we don't mean *similar products* . . . we mean any kind of promotions competing for attention in the same market.

The manufacturers who are furnishing distributors and agents with "poor stuff" are not only losing face with their representatives, but are getting half-value for the money spent. The funny thing is that some of the poor stuff works . . . possibly because of the momentum of the distributors' own mailings. More of that later.

More D.M. Appropriations

That is the real problem in industrial direct mail. Convincing management to change its habits of thinking about media. Maybe a book could be written about it, but we can't cover it here. (It's in other studies.)

The advertising managers of industrial firms claim they want more information about direct mail; want to get more appropriations for direct mail; so they can do a better job. Perhaps they have failed to use the right tactics for convincing.

Why did we print all the opinions in this study . . . when a lot of them overlapped in thinking, even though in different language? The main reason: *To give you quotable excerpts to show to management when asking for direct mail funds. Did you underline or check the parts which applied to your business?*

Remember the Borden and Busse formulas for "How to Win a Sales Argument"? The sixth and last specified that you should always bring in a respected or authoritative third party whose name, knowledge, or reputation would influence your "opponent." That's why quotes and case histories are valuable in convincing management. That's why several smart advertising managers in the industrial field are constantly presenting to management reports on progress, testimonials received, case histories or tabulated results.


Aldred Scott (advertising manager of Standard Pressed Steel Co., Jenkintown, Pa.) recently launched a little, strictly-controlled-circulation, internal house magazine called *Ad-Lib*. Goes only to top management officials of the "world's largest producer of socket head screws." Explains, in Kiplinger staccato, all current steps in the advertising program.

Another industrial ad manager, who won't be quoted, sends a dittoed, confidential chart each month to top management. Contains a complete breakdown of money spent for direct mail, space, exhibits, etc.; leads developed; proposals actually made; contracts closed; dollar volume; and cost of development per \$100 closed . . . with a separate breakdown for all branch offices. I've seen the sheets but cannot release them as they are *strictly confidential*. He has no trouble selling management . . . because he has the facts, Ma'm . . . down in black and white. The cost of direct mail per \$100 actually sold from inquiry-proposals is sensational compared to other efforts. And it wouldn't be fair to even quote the comparisons . . . for the "other efforts" most likely provided the background which helped make the direct mail successful.

One thing is apparent as the result of this survey . . . there does not seem to be the same camaraderie, or willingness-to-share-knowledge, in the industrial field as there is, for example, in pharmaceutical advertising, or in mail order. Management is reluctant to reveal information. Afraid competitors would get an edge or find out too much about company volume. (Even though annual reports to stockholders may tell the whole story.)

There isn't the same *drive* in the industrial field for digging out facts. Mail order people around the country gather frequently and swap information on techniques . . . but in industrial meetings the emphasis is on "generalities". Maybe the industrial advertising managers should go to more meetings *out of their field* to learn how to dig for facts, which if *dug* properly would convince top management to pay more attention to a vital adjunct of selling. Management can only be convinced by *facts*.

For instance, we've heard many industrial admen say that results from their direct mail cannot be determined. If admen say so . . . it must reflect the thinking of top management, too. Suppose the industrial advertising manager had gumption enough to go



ARCHER

MAILING LIST SERVICE

250,000 BUYERS

Birthstone Pin @ 15¢ offered as premium by name manufacturer to purchasers of cotton blouses for women under 30.

\$13.50 per M rental, on labels

Member National Council of Mailing List Brokers

140 WEST 55TH STREET, NEW YORK 19, N. Y.
JUDSON 6-3768

better production brings better results

There's a best way to produce direct mail . . .

MASA members study the best, most effective, ways of production; support research and fact finding; share knowledge of improved methods. Their object is better results for you. When you try to "save" money with "cheap" production you tamper with results. To check the effectiveness of your production source . . . Always say, "Are you MASA?"

YOUR BEST SOURCE for: Creative direct mail campaigns, multigraphing, mimeographing, offset and letterpress printing, bindery, mailing service, mailing lists, etc. Information about postal regulations and better direct mail results.

For names of MASA members nearest you, write

Mail Advertising Service Association

18120 James Couzens Highway
Detroit 35, Michigan

Prospect Lists

SPECIAL

- ☐ **400,000** **Small Businessmen**
New compilation of owners, partners, or top executives of small business (YOUR CHOICE AS TO HOME OR BUSINESS ADDRESS)\$13.65 per M
- ☐ **160,000** **Mail Buying Parents**
Parents who have bought by mail, \$6.00 baby chairs\$16.50 per M

FARM

- ☐ **160,000** **Wealthy farmers, ranchers and Plantation Owners**
estimated annual income over \$10,000\$15.00 per M

AUTOMOTIVE

(All lists on stencils)

- ☐ **45,000** **New Car Dealers**
\$13.65 per M
- ☐ **48,000** **Car and Truck Dealers**
.....\$15.65 per M
- ☐ **73,000** **Independent Repair Shops**
\$15.65 per M
- ☐ **9,000** **Automotive Wholesalers**
\$15.65 per M
- ☐ **30,000** **Fleet Owners**
Companies operating 12 or more trucks or busses\$23.50 per M
- ☐ **121,000** **General Automotive Establishments**
Including dealers, repair shops, body shops, super service stations, bump shops, etc.\$11.75 per M

Advertising Letter Service

2930 E. Jefferson Avenue
Detroit 7, Michigan

Elliott ADDRESSING MACHINES

offer you the only competition
you can find in the Addressing
Machine industry.

Consult your yellow telephone
book or write to The Elliott
Addressing Machine Co.,
127 Albany St., Cambridge,
39, Mass.

out of his own field and find out what has been done in comparable fields . . . then show the record and comparisons to top management.

Take this case as a starter. Pharmaceutical manufacturers sell eventually to doctors, dentists, etc. But the "ethical" houses sell only through wholesalers and druggists who are contacted by "detail men" (comparable to industrial manufacturers' salesmen contacting distributors and distributors' customers). The "detailmen" also visit the doctors. Final sales depend on the prescription demands of the physicians, just as final sales of industrial supplies depend on the demands of the engineer, factory foreman or purchasing agent.

Charles S. Downs (vice pres. in charge of pub. rel. & adv. of Abbott Laboratories, North Chicago, Ill.) made a remarkable talk at the June 1954 annual convention of the Advertising Association of the West. Pharmaceutical advertisers had been accused of spending too much money on direct mail . . . and Charlie set out to prove the critics wrong.

His advertising program requires an annual multimillion dollar expenditure. He stated: "Of this, roughly half goes into direct mail, if one does not include the cost of samples distributed by mail to physicians on request and otherwise. If this cost is included, direct mail accounts for somewhat more than half of our total advertising expenditure."

His direct mail audience consists of approximately 185,000 professional men and women . . . who receive (in varying groups) more than two hundred different pieces a year running the gamut of letters, broadsides, brochures, books, booklets, folders, mechanical novelties and whatnot.

In spite of the interrelationship of trade advertising, direct mail and "detail men" in effecting final sales, Charlie Downs experimented with ideas for measuring the effectiveness of direct mail. Let's take the space to listen to one experiment, because the principles could be followed in the industrial field . . . as a basis of convincing management.

Charles S. Downs speaking:

We are convinced that some degree of actual sales measurement of the effectiveness of our direct mail is possible. We have tried a number of methods and have come to rely most strongly on what might be called the method of *controlled experiment*. Here is an example:

Let us call the product involved Prescription Product No. 1984. (The real name is a little cumbersome for nonmedical people.) Product No. 1984 is a good product. It has very substantial prescription sales possibilities. It is therapeutically up-to-date, not outmoded by some new medical development or discovery. No. 1984 is not exclusive or semi-exclusive with Abbott, there being fifty-two competitive products of like or similar composition in a market dominated by the products of three of our competitors.

At the time our experiment was started, we were not doing well with No. 1984. (We do have products like that, you know.) The product had been introduced two or three years before and had been the object of a fair amount of advertising and sales effort. But after an initial, fairly substantial flurry of sales, it slowly began to die. Our salesmen became discouraged with No. 1984 and stopped promoting it on their calls to physicians. Advertising support for the product declined.

Then on June 1, 1951, we launched our experiment. Four relatively small areas of the country were chosen. Selection was based on several considerations. In three of the four areas the average sale of Product No. 1984 per physician was at or below our national average for the item. One test area chosen was well above the national average sale per physician for No. 1984 for a quite obvious reason: It is harder to increase a relatively large than a relatively small sale. The four areas were widely separated geographically; they were largely self-contained in wholesale service; and they had closely comparable adjacent area for use as controls.

During the first four weeks of the experiment, Abbott sent every physician in the test areas two very simple and inexpensive mailings featuring Product No. 1984. Since then, *one mailing a week* on the product has been sent to those doctors right down to the present time. A good many of these mailings were government postal cards. Others were small, inexpensively printed folders. An occasional letter has been used. And, at regular intervals, samples of the product, accompanied by some piece of printed advertising matter, have been sent.

Our salesmen were not informed of this test campaign. Special measures, moreover, were taken to try to keep them from becoming aware of it or any sales increases which might result. With more than 600 products to sell and as much other direct mail advertising as Abbott does, such meas-

ures are not too difficult to arrange and we have some reason to believe that they have been at least passably successful.

Let's look at actual sales results of our test campaign. The combined average monthly sales of Prescription Product No. 1984 in the four test areas, before the start of our experiment, amounted to just \$693.82. At the end of only three months, with the program described, the average monthly sale in the four test areas had moved upward to \$1,938.70, an increase of 179.4%. In six months, the rate of sale was averaging \$2,536.60, or a 265.5% increase. At eighteen months, at twenty-four months and at thirty months, sales in the test areas swept on upward. At the end of thirty-six months, the combined average monthly sale of No. 1984 was at a rate of \$5,727.05 a month, an increase of 725.4% over the \$693.82 average rate at the time the test was launched. It has been mentioned that, at the outset of the experiment, the average sale per doctor of No. 1984 in one of our test areas was substantially above that of the comparable national average. Sales increases in this area are as remarkable as in the others. Sales of the product in the rest of the country, with an exception I'll mention shortly, have continued to decline.

To explain why the test campaign has not been extended to reverse the downward sales trend of No. 1984 in the country as a whole, I must tell you that after our experiment was launched, one of the raw materials used in manufacturing the item increased so greatly in price that very little profit remained in the finished preparation. By that time, however, the experiment had become sufficiently interesting so that we decided, first, to avoid bringing a second variable into the experiment by increasing the price of the product, and, second, to continue the experiment simply to gain added knowledge.

One further note about the test direct mail program for Product 1984. We had planned originally to continue our campaign until sales of the product reached a plateau in our test areas, something which certainly would have had to happen sooner or later. After that, we planned to carry the experiment into a second phase. However, the hazards of life on our planet and the occupational diseases of advertising men being what they are, we decided recently not to wait until a sales plateau had been reached. After all, if the sales chart offers any indication, the leveling-off might still

be years away. For this reason, the second phase will be launched July 1, 1954. On that date all advertising for Product No. 1984 will be discontinued in one test area. There will be a 75% reduction in the second area, 50% in the third and 25% in the fourth. To us with Abbott Laboratories, at least, it is going to be extremely interesting to see how large a volume of direct mail is necessary just to hold sales of the product once they have been achieved.

End of that portion of Charlie Downs' remarkable report. Is there any reason in the world why such experiments could not be conducted by management in the industrial field? Maybe industrial admen should get the entire talk from Charlie, giving further "controlled experiments." Another test involved the same product and same advertising literature . . . except that physicians in one area received the pieces only half as frequently as those in the first area. Sales increases in the half-frequency test averaged almost exactly 50% of those in the original campaign.

Case histories like that make convincing arguments. So do reports from other fields (if you can't get them from industrials).

At the 1953 DMAA convention, representatives of the Ford Motor Co., J. Walter Thompson Co., and Elmo Roper told "The Ford Story" . . . of the survey of readership and "retentive value" of direct mail which convinced Ford officials to increase the direct mail budget far beyond anything ever attempted before. The survey concerned consumers, but the techniques of research and fact gathering could be applied to industrial direct mail.*

That's enough for the present on phase one. Never will be concluded. Requires constant research by advertising manager, agencies or the National Industrial Advertisers Assn. Maybe Dr. Dichter, with his research in mass motivations, could help.

Our contention is simply this: *Before industrial direct mail can be improved, or before the confusion can be eliminated, some method must be found to convince top industrial management NOT TO BE AFRAID of direct mail. Which leads naturally into phase two . . . for thinking.*

*The entire Ford-DMAA program was printed in pamphlet form by J. Walter Thompson Co., 535 Griswold St., Detroit, Mich. Understand supply was exhausted . . . but you might be able to borrow a copy from JWT's Public Relations Office, or from the Direct Mail Advertising Assn.,



Use a Holiday Gadget On Your Christmas Letter

Add interest, please your customers, get immediate attention to your special Christmas letter to your customers this year by using one or more of our attractive inexpensive letter gadgets to dress it up.

If you are sending gifts you can attach the Christmas gadget to card.

We have in stock over 3 million gadgets of 1,000 different kinds to illustrate any kind of an idea. Send \$1.00 for catalog and kit of 50 different samples.

A. MITCHELL

111 West Jackson Boulevard
Room 735, Chicago 4, Illinois

Want To Make Your Direct Mail Fund-Raising Appeals More Productive?



Then let me tell you how I have helped make other appeals more effective and how I could help you increase your percentage of returns and net dollar income.

And, by the way, if you're going to be in Boston attending the Direct Mail Advertising Association Convention on October 13, 14 and 15 that would be an excellent time for you and me to sit down for an exploratory discussion of your fund-raising problems.

Look me up—I'll be at the Statler.

WILLIAM M. PROFT
27 Washington Pl., East Orange, N. J.

TOP NEGRO NAMES

The only compiled lists of top Negro names. Over 500,000 Professional and Business men and women plus members of leading social and civic clubs. All lists national. \$15 per thousand includes addressing. Write today. **Calvin News Service:** 101 West 46th Street, New York.



SAVE ON ART COSTS

Easy to use Art Mart art work will help you keep costs down . . . quality up. Good, fresh art work that will save time, pep up printed matter. Must see to appreciate. Write:

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ART MART SERVICE P. O. Box 2121
Dallas 21, Texas

Presuming that management (including the advertising department and/or the agency) has been convinced that direct mail must play an important part in an industrial advertising program . . . what are the first steps in getting the wheels rolling?

You probably noticed in many of the "opinions" that agency men, counselors, printers and advertising managers labeled *careful planning* as the prime requisite of industrial direct mail.

But after analyzing hundreds of pieces, campaigns and comments . . . we wonder how much sound analysis and planning is *actually* performed by the average industrial ad manager. Their work doesn't show much evidence of it.

At the 1954 Montreal convention of the NIAA, George Staudt (ad manager of Harnischfeger Corp., Milwaukee, Wis.) made a fine talk the day before he was elected chairman of the board of NIAA. He was pretty rough on industrial advertising in his introduction:

Industrial advertising puts me to sleep. Well, most of it does. And I have an uncomfortable feeling that it puts a lot of potential customers to sleep, too. Even ours. Anyway, I'm sure that the advertising of industrial products is not as effective as it could be . . . as it should be. The trouble is, if you'll pardon shaggy-dogism, the advertising of industrial products is TOO DAMNED INDUSTRIAL. Meaning dull.

But what gave us a kick was his burlesqued description of a management advertising-advisory-committee helping the advertising manager formulate a program to introduce a new product. Some of the remarks, illustrated with cartoons, were:

Vice President in Charge of Engineering: "What we need is a socko campaign in the journal for Amalgamated Sewer Pipe Engineers. Take half-pages if necessary. And be sure to run the chart on page 784 of the MPQV and SO Guide."

Sales Manager: "We don't need any advertising at all. My boys'll put her across. But if you do have to have ads, be sure to put a babe in a tight sweater in them."

Plant Manager: "Don't forget to run a big picture of our new tool room."

Comptroller: "I don't think we should spend any money."

Even though burlesqued to put across a point . . . that kind of mixed up thinking applies to too many advertising ventures. Lack of intelligent, down-to-earth planning. Planning in advertising is very much like Mark Twain's weather. Everybody talks about it . . . but nobody does anything about it.

Planning (especially for direct mail) can be made simple . . . even if it's work. We've talked about a simple analysis chart before (in other studies) but will repeat it again in revised form for industrialists. Engineering minds should like the analysis form on opposite page . . . because it looks technical. It's a *chart*!

ANALYSIS OF BUSINESS

On the left side of the chart, you have the positive questions which should be asked and answered about a business before you can plan any direct mail effort intelligently.

On the right is the negative approach. Under each of the seven divisions we have listed (instead of questions) some of the answers or resistances you may encounter.

This chart is simply a guide for undertaking an internal research. It may be simplified or expanded to fit individual cases.

But, seriously, every agency and every industrial ad manager needs to make the suggested analysis before trying to do any sort of good job with direct mail. You'll flop if you don't. Here's a simple explanation:

Make a *Positive* fact basis, plus analysis, of the seven vital points which affect any marketing planning. Go after all the positive or good points which may help to influence sales. Then, and this is more important, change to the *Negative* and go after all the obstacles or resistances which may hurt sales relationships and final sales. It may sound screwy . . . but it works.

This reporter has been accused at times of being too negative. We were negative in the study of *Mail Order* . . . trying to pinpoint the dangers, the trouble spots. We could write a lovely, chocolate-coated epic about industrial direct mail by giving you ten or twelve case histories in which everybody involved, from the president down to the postman on the route, did everything just ducky. But it wouldn't help anyone to learn what not to do.

So if you folks in the industrial

field haven't learned to be negative analysts . . . get on the bandwagon. It will help.

No need to discuss the chart or analysis sheet in detail. Some points will be covered later. One optimistic note: Most industrial firms have points 1 and 2 (on chart) well covered. They must, because products are technical. Industrialists are far better than their mail order and financial brothers in describing their offers. But when you hit number 3 (markets) and then down, the industrialists begin to slip badly. If 3 were carefully analyzed, both positive and negative, there wouldn't be so much confused thinking about lists (more later).

Now look at analysis point 4 on chart. How many industrial advertising managers have actually done a job on that one? (Mr. Begg, of Newark, said only *four* advertising executives visited his distributor firm in a period of *nine years*.)

For instance, . . . the negative survey would show that industrial distributors (we have reports from both

Canada and the United States) are constantly kicking about the small, insignificant space allowed on envelope stuffers, mailing pieces, etc., for the *distributor's imprint*. Usually, an inch or inch-and-a-half buried on the last page. Every industrial ad manager in the country should be induced somehow to visit all his distributors (for as long as it takes). He'd learn plenty . . . about his own work and that of competitors.

During this survey, we uncovered dozens of examples where the manufacturers were so proud of their own names that they furnished distributors with booklets, folders, pocket guide books, etc., without a single, solitary square inch of space for imprint. Several of the pieces had illustrated bleed covers and backs on which the only possible imprinting could be a sloppy rubber stamp *over* the illustration. No wonder the distributor is irritated. His name is the *important name locally*. In many cases his name is better known and more reputable *locally* than the manufacturer in far-off Podunk.

POSITIVE

1. THE COMPANY

FACT BASIS: Age? Size? Volume? Reputation? Names and background of officers; local, national or state standing of company executives? Territory being sold? Potential territory? Sales and Profits? Dividends? Credit rating? Labor and employee relations? Community acceptance?

FACT ANALYSIS: Analyze each of the questions in the Fact Basis. Are there internal and external problems such as public relations; getting information to stockholders; employee and community good-will, etc.

2. THE PRODUCT OR SERVICE

FACT BASIS: Full details on how it's made? How protected? Chief advantages? Advantages over competition? Disadvantages? Sources of raw materials? Highlights of production? How does it meet the demand? Special service features? Why is it bought? Why isn't it bought?

FACT ANALYSIS: How well does it meet and match buyer's need and desires?

3. THE MARKET

FACT BASIS: Present and potential? Buyers, prospects and possibilities? Lists maintained? Buying habits recorded? Demands, desires? Geographical peculiarities? Seasonal influence? Size of accounts and other classifications?

FACT ANALYSIS: Is full market — present and potential — being realized? Full analysis of past customers, present customers and prospective customers. Are lists fully covering desired market?

4. THE DISTRIBUTION METHOD

FACT BASIS: Channels of distribution used? Branches; jobbers; dealers; salesmen? System of sales supervision? Complete method of selling? Method of stocking merchandise? Terms? Discounts? Remuneration to branches, jobbers, dealers, salesmen, etc?

FACT ANALYSIS: Is present method of reaching buyers done with well-rounded program of coordination between jobbers, dealers, salesmen, etc? Analyze and make recommendations and suggestions for future expansion — planning. Is timing right on each mailing or group mailings?

5. THE PRESENTATION OF THE SALES MESSAGE

FACT BASIS: The sales talk? Selling features? Methods of illustrating the superiority over competition? Comparison with competitive advertising? Slogan? Trade mark? Style? Copy angles? Review of past efforts in advertising? Salesmen's approach? Selling equipment?

FACT ANALYSIS: Critically review present and proposed advertising, text and pictures. Analyze all resistances so that copy may be designed to overcome major resistances and weaknesses in the product or selling methods.

6. THE MEDIA

FACT BASIS: What media are used to convey the sales message through channels of distribution, and to market? Study of format? Breakdown into divisions for reaching all classes of buyers and prospects. Are cost analyses available on each medium?

FACT ANALYSIS: Check the apportionment of informative, persuasive and reminder messages and material. Are they adequate to do the job intended?

7. THE SALES OBJECTIVE

FACT BASIS: Immediate, overall objectives — Sales and Profits. Two large objectives: Cutting Costs and Increasing Sales Volume. Other minor objectives, classified as steps essential to big objective. Individual or departmental objectives? Quotas, etc.

FACT ANALYSIS: Which objective determines the extent to which Direct Mail Advertising should be used? In what direction? Analyze length of program, budget, aims, desires, etc.

NEGATIVE

SALES RESISTANCES IN THE COMPANY

1. Executives not fully sold on marketing plan.
2. Salesmen not well selected, trained or supervised.
3. Not enough salesmen to thoroughly cover the market.
4. Insufficient finances; too small sales and advertising budget.
5. Bad location; not near center of the market.
6. Poor credit handling; poor shipping; wrong terms used.
7. Sales policies out-of-date, or not in line with ideals.
8. Lack of sound public relations program; bad community relations.
9. Lack of sound employee relations.
10. Fear of economic conditions; lack of confidence, aggressiveness, etc.

SALES RESISTANCES IN THE PRODUCT OR SERVICE

1. Priced too high for quick acceptance or in comparison with competition.
2. Does not fully meet the market's demands or desires.
3. Requires too much after-service.
4. Lacks inherent selling points.
5. Difficult to sample or prove superiorities.
6. Insufficient profit margin.
7. Difficult or too expensive to install, use or explain.
8. Lack of eye-appeal, wrong colors; poor design; no display value.
9. Inferior labeling or packaging.
10. Too costly to produce.
11. Lack of outstanding mark of immediate consumer recognition.
12. Lack of package insert on explanation of full uses.

SALES RESISTANCES IN THE MARKET

1. Buying habits hard to change.
2. Unwillingness to believe claims.
3. Difficult to induce action (inertia).
4. Confusion in competitive claims.
5. Insufficient information on which to base decision.
6. Lack of records and mailing lists (failure to maintain).
7. Geographical and seasonal influence.
8. Prejudices.
9. Too many letters (or other mailing pieces) sent to non-prospects (waste).

SALES RESISTANCES IN THE DISTRIBUTION METHOD

1. Wrong, or too difficult channels of distribution.
2. Insufficient outlets.
3. Lack of profit appeal to distributors and dealers through wrong price structure.
4. Insufficient jobber and dealer cooperation (all phases).
5. Careless selection, training, supervision of jobbers, dealers, clerks.
6. Lack of consumer demand or acceptance.
7. Marketing program covering too much or too little territory.
8. Wrong terms, discounts, remuneration to salesmen.
9. Delays, shipping faults, improper warehousing, slow service.

SALES RESISTANCES IN THE PRESENTATION OF THE SALES MESSAGE

1. No dominating ideas or major theme.
2. Too many scattered appeals instead of concentrating on major selling points.
3. Wrong selection of important copy appeal.
4. Bad proportioning of informative, persuasive and reminder message.
5. Lack of proof-to gain buyer's acceptance of statements, testimonials, etc.
6. Wrong or no action requested of prospect.
7. Wrong or insufficient stimulus to incite desired action.
8. Message not sufficiently individualized to parts of specific market.
9. Messages lacking appropriate presentations and makeup.
10. Lack of forceful persuasion to bring product and prospect together.
11. Messages incoherent, ambiguous or not of same mental level as prospects.

SALES RESISTANCES IN THE MEDIA

1. Wrong vehicles selected for carrying message — directly and economically — to prospects.
2. Bad proportioning of effort through media selected.
3. Effort too scattered, not sufficiently concentrated.
4. Insufficient number of impacts to overcome resistances.
5. Cost per impact too great for result expectancy.
6. Improper timing — as to seasons, events, time between messages.
7. Improper sequence of messages.
8. Direct results from media selected too remote.

SALES RESISTANCES IN THE SALES OBJECTIVE

1. Slow-down in turnover of entire distributive system.
2. Increase in accounts requiring too much contact and expense.
3. Lack of education in advertising, creating drop in efficiency and sales spirit of sales force, clerks, other influences.
4. Lack of lead getting advertising, increasing salesmen's wasted time.
5. Lack of developing new uses for product or service.
6. Lack of developing new markets; new accounts for old territories.
7. Inaccurate appeals and slipshod appeals in advertising.
8. Budget not large enough to obtain objective.

your
Creating a good impression is ~~our~~ business
... and a WOODBURY LETTERHEAD helps!



"Sometimes when changes are made, and a new design letterhead is forwarded to our trade, we wonder about the result. In this case, however, without exception, all of the comments have been excellent. This is probably one of the outstanding merchandising changes that our Company has made in our 34-year old history."

... F. C. Emerson, Spartan Saw Works, Inc.

Other comments on request.

Write us on your company letterhead if you are interested in making a better impression on your customers. Your request will bring a WOODBURY letterhead sample kit ... and any helpful comments about your present design that we can make. Address your letter to the attention of GEORGE D. MURRAY, General Sales Manager

WOODBURY & COMPANY
 INCORPORATED
 15 Chadwick Square WORCESTER 5, MASS.

FOR BETTER DIRECT MAIL

We are pleased to announce the opening of a special Direct Mail Division of Maxwell Sackheim & Co. Inc.

Our Direct Mail efforts were heretofore available only to clients whose advertising we placed. Now we are prepared to help solve the direct mail problems of any Company requiring responses such as inquiries or orders.

We have evolved a method of compensation which we believe is equitable. If interested, write for details.

Maxwell Sackheim & Co., Inc.

670 Fifth Avenue, New York 19, N. Y.



YOUR PHOTO ON STAMPS

Ask National about this unique, inexpensive way of personalizing your calling cards, direct mail pieces, public relations correspondence, products.

(actual size)
 Samples and details without obligation.
NATIONAL PHOTOSTAMP CO.
 Dept. R-49, 309 New York Ave., B'klyn 13, N. Y.

Are You The Man?

Experienced agency copywriter now employed wishing to improve his opportunity and income will be interested in the copy position we have open. Qualifications: fast worker, good writer, good ideas and at least two years' agency experience. For a detailed description of the position, write in confidence, Box 95, c/o Reporter of Direct Mail Advertising.

No wonder distributors praise highly a manufacturer like Ladish Co., of Cudahy, Wis. (Take a bow, ad manager M. S. Kachigan ... you didn't know you were getting this pat on the back.) Instead of relegating distributor's imprint to a last one inch or so ... the imprint (BIG) is made an integral unit in the design of each mailing piece.

For example, the distributor's imprint has been put on an illustration of a truck or on a sign atop a warehouse building, or on a large-sized file card illustrating the offer in a circular. Such a presentation clearly indicates the important part the distributor plays in the selling process. It gives the distributor added incentive to make a mailing because his organization is closely tied in with the manufacturer's product.

Those are some of the things you would find out in a positive-negative analysis of part 4 of the chart.

Take point 5 briefly: George Staudt said, at Montreal, that most industrial advertising is dull ... "too damn industrial." Is yours? How does it stack up in impact or adequacy with all of the other competition for attention?

"We-We" Letter Gets Canned

Here's another actual case. A manufacturer's salesman offered distributors a reprint of a fairly attractive double-page spread. It was to be processed at home office with distributor's letterhead and letter on first page, after spread had been folded once. Then to be sold again and mailed as a self-mailer. The pieces arrived (several thousand of them). The letter had been written (for the area) by the salesman ... who didn't know much about writing. It was a typical "we-we" letter. The setup (printed, not processed) was terrible! Home office printer forgot to use the furnished signature cut. What's worse, printer also forgot to put dealer's imprint on outside of second fold, so it could be mailed third class. Distributor's office tried to make corrections, but finally got so mad that whole batch was destroyed. No mailing made. Both salesman and manufacturer in dutch with distributor. Distributor would possibly have been in dutch worse with his customers if the piece had been mailed.

Dean Burgess (The Knox Co., Fort Erie, Ontario, Canada) is probably right when he says: "More money is lost because of mailings NOT MAILED than all other causes combined." That certainly applies in the industrial field.

But the point is: Such things would be uncovered if a positive-negative analysis was made. Industrial advertising has been accused of being "dull" . . . but some manufacturers get pats on the back for an occasional distributor letter written in humorous vein with an appropriate gadget added. These things can all be determined (whether right or wrong) by analysis and questioning.

And so on through 6 and 7. Questions will develop media and sales objectives possibilities. Little things which appeal . . . like the Norton Company's cardboard puzzle (each part containing a Norton product) distributed at a tool show in Philadelphia to 18,000 visitors and in Cleveland at a foundry show to 20,000. Later mailed to selected lists of engineers. Made a hit. Engineers are human. They like puzzles, too.

But our purpose here in *phase two* is not to discuss details . . . only to put across the point that industrial advertising managers and agencies handling the accounts cannot do intelligent planning until a complete positive-negative analysis has been made. Once you have the facts you won't be confused by statements like "all industrial direct mail should be addressed to purchasing agents" or "people don't read third class mail" or "industrial direct mail should always be 8½ x 11 inches," etc., etc.

There are some good signs on the horizon. We noticed more agencies are asking questions about industrial direct mail . . . wanting to review "all methods of measuring the effectiveness of industrial advertising." More surveys are being made. Gib Mackie (assistant public relations manager of Provincial Paper, Ltd., 388 University Ave., Toronto 2, Ontario, Canada) is sending questionnaires to Canadian advertisers, asking for statistics and opinions on nine important phases of direct mail. Findings should be interesting and will have to be reported later.

The Dow Corning Corp., Midland, Mich., made a survey of names of its customer and prospect lists to determine incoming mail handling methods.* Results indicated different mail dispatching handling which increased effectiveness and reduced cost.

A recent survey of the merchandising committee of the Association of National Advertisers revealed some interesting facts which should be of importance to industrial admen. "What Sales and Advertising Managers Think and Do About Merchandising Their

*See Reporter for May 1953

Advertising." The conclusions were:

1. There is a lack of understanding of the importance of merchandising advertising.

2. Salesmen devote only about half the time to merchandising desired by sales managers.

3. Not enough money is allocated to do the job effectively.

4. Not enough creative effort and originality is devoted to merchandising advertising.

5. Advertisers receive insufficient merchandising help from advertising agencies.

6. There is also a lack of enough of the right kind of help from media.

We've heard those same complaints in this survey. Salesmen, in many cases, don't know what the advertising department is doing. And in some

cases, they don't give a hoot. In a few instances, industrial salesmen have even *depreciated* the use of the direct mail supplied to distributors by their own bosses.

All those things could be licked by positive-negative analysis, providing of course, the proper remedies are applied.

So . . . as step, or phase, two in the study of industrial direct mail . . . we recommend a continuing study by the associations and individuals of better and more thorough planning by analysis. The other phases just follow naturally.

Not Even The Chairman of The Board Can Resist Opening This Envelope!

HERE'S
THE
ENVELOPE
THAT HAS TO
BE OPENED!

...the ENVELOPENER!

Pull the string
ZIP—It's open!

Nor the President — nor the VP-in-Charge-of-Purchasing! It's the most intriguing thing since the invention of the "Wet Paint" sign! Your prospect can't resist *pulling the string* which opens the envelope to get at your sales message. And once opened, this ingenious envelope can keep him on the string with

THE IDEA THAT GIVES IT
A DOUBLE-BARRELLED BANG!

... THE PULL TAG!

One or more pull tags can be attached to the same string which opens the Envelopener. These tags, carrying

your messages, come out of the Envelopener as the string is pulled . . . a surprising approach to your prospect.

- The ENVELOPENER is a string-opening mailing envelope with sure-fire power to get your prospect inside.
- The ENVELOPENER with PULL TAG attachment is a complete mailing piece that arouses curiosity, interest, action.
- Both create a receptive attitude . . . and that's what you must have to make sales!

write for samples and prices
or visit our DMAA convention booth no. 23

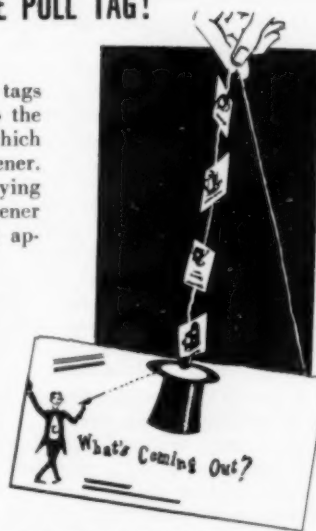
THE CONNELLY ORGANIZATION
INCORPORATED

1010 Arch Street, Philadelphia 7, Pa.

Phone: Market 7-8133

The "Department Store of Direct Mail"

RETURN-A-CARD SALES LETTERS • FLASH CARDS • ILLUSTRATED BULLETINS • TRIPLE HEAD MULTIGRAPHING • TANDEM PRINTED LETTERS • ELECTRICALLY TYPEWRITTEN LETTERS • ADDRESSING • LIST MAINTENANCE • MAILING • FULL COLOR SPORT, SEASONAL, SCENIC, HOLIDAY AND RELIGIOUS LETTERHEADS • IMPRINTING



Descriptions here can be brief . . . although the subject itself needs continuing study. It's another subject which has been kicked around the map at conventions and in articles . . . without any definite conclusions. There can be few definite conclusions because each individual case (each firm) has variables which make it *different*.

I cannot generate much sympathy for the folks in the industrial field who groan about the difficulty of building and maintaining a mailing list. These groans originate from laziness. The truth is . . . an industrial mailing list is *easier to handle* than any other list in the commercial world.

In industrial advertising (after a fact analysis) you should know your *exact market*. You know who should buy . . . or who should influence the buying. You start from there.

In the industrial field, there are only three ways of thinking about lists. You (1) build 'em, (2) buy 'em, or (3) rent 'em. Anyone who tries to tell you which is best for all purposes is . . . talking through his hat. I've heard speakers telling industrial ad managers that the safest or least troublesome way is the *rented list*. Silly. But rental, at times, can be valuable.

In the average industrial setup . . . the basic method of list building is from customer records and salesmen's reports . . . supplementing this with checks on directories, trade news items and at times with purchased lists (just to be sure names are not missed). Added to all this would be the inquiries received from space advertising. Rental comes into the picture only when you want mass coverage of a specific medium in which you advertise to follow up on the space placed; to sound out readership; and/or to uncover unknown prospects you've been missing through other sources.

A lot of industrial advertisers seem to be afraid of the list problem . . . because it seems so complicated. It really isn't complicated . . . provided you place in charge of list building and maintenance a competent, devoted, detail-minded person. Usually . . . a librarian-type female supervisor is the best bet. Most list troubles originate from *lack of intelligent supervision*.

This phase three of thinking about

industrial direct mail is of major importance, but all the angles cannot be covered here. They require separate and continuous study. For instance, everything that could be written about building and maintenance in a general, all-embracing way, is included in a DMAA Research Report — "How to Work With Mailing Lists" — edited by Maxwell Ross (director of advertising, Old American Insurance Co., 1 West Ninth St., Kansas City 6, Mo.). The findings apply to all direct mail prospects . . . but are suitable for industrial study. Copies are available to non-members for \$5. Should be in the library of every advertising manager.

Calmness and Care

In addition . . . we understand that Names Unlimited, Inc., (352 Fourth Ave., New York 10, N. Y.) has in process a "List Owner's Manual" which will give a comprehensive outline of list maintenance methods. These manuals will be free to executives who request them.

For the purposes of this study, we can only give you guideposts. The problems of each industrial firm differ in some distinct way. The manufacturer, for example, who has no distributors but who contacts only by salesmen and direct mail, has a much more simple problem. He can (or should) control the sales force . . . get their cooperation in keeping the list up-to-date. But where both sales force and distributors are involved, the problems become more complicated. Lists of your present and potential distributors; the lists of distributors' prospects and customers if company handles mailings for distributors; background lists of distributors' biggest customers for general mailings. Those are the problems of each individual company. They can be solved with . . . calmness and care.

We've seen some wonderful examples of care. In the December 1951 *Reporter* (page 34) there was a story about the continuing building and maintenance program of the Surface Combustion Corp., of Toledo, Ohio . . . originated by M. L. Keeney. Detailed instructions to sales force and executives on all methods of correcting, adding new names, etc.

Joe Gutheinz (Diebold, Inc., Canton 2, Ohio) has a similar system . . . with entire sales force constantly aware of how "the list" is being handled (plus what it's doing for them). Nothing left to chance. Descriptions of all titles to be keyed; the twelve divisions of industry classified within the list. Seems as though fellows like Gutheinz and Keeney would be willing to share their know-how with fellow industrialists at conventions or some place.

Salesmen must be *sold* on the importance of list maintenance. S. F. Johnson (manager of advertising and sales promotion, Westinghouse Electric Corp., 3001 Walnut St., Philadelphia 4, Pa.) sent us six examples of a bimonthly, 8½" x 11" bulletin sent to salesmen during the past two years. Each sheet contains an overall cartoon . . . with *very little* copy. In an illustration showing office door of Henry Strinks, President, two faces are confiding, "Westinghouse dropped that 'R' again." At the bottom: "There goes good will . . . check your list today!" Another shows two burns on a park bench reading a stack of mail (from Westinghouse). Conversation: "It started coming when I was production manager at International Cats-whisker." Below: "Don't give your letters a bum steer . . . check your list today!" According to Mr. Johnson . . . "list maintenance activity has increased since we started these bulletins two years ago."

In the average industrial company, the sales force is the real key to accurate list maintenance. But if a manufacturer, such as Milwaukee Dustless Brush or Lignum-Vitae, is attempting to cover all markets without salesmen . . . then directory building, list buying or renting is necessary and advisable.

Other steps can be taken to insure accurate maintenance. Jim Duffy, of Sylvania, told us (on page 58) how he is experimenting with specially designed inquiry forms, to insure follow-up and get names right on mailing list. Joe Gutheinz, at Diebold, has practically the same system but with different forms, which make certain a three-month continuance of reports.

Sidney Clayton & Associates (agency), 75 E. Wacker Drive, Chicago 1, Ill., developed a similar snap-a-part form for client Sola Electric Co. . . . to answer inquiries (within 24 hours) and to keep (1) salesmen informed and (2) to maintain mailing list. A whole day at an Industrial Advertisers convention could be spent on a discussion of this one subject . . . with

examples of how it is being done by successful users of the mail.

And then . . . whenever lists are discussed there are the inevitable questions about equipment or methods. A complete analysis would fill another book. Should you try to install equipment to maintain and reproduce your list in your own plant offices, or should you farm it out to a lettershop? Some say the lettershop is the only way to get rid of headaches. Others say that for day-to-day supervision you need the list under your nose. That can only be solved by study of each individual case. There is no pat answer.

Then, we get the question, "What type of equipment do we need?" Another hard-to-answer question. Requires individual study. We always recommend complete investigation. The entire subject was covered in another Reporter study, *How to Think About Production and Mailing*.*

Kodak's Setup

It would be wonderful if every industrial manager could visit and inspect the "advertising distribution" or direct mail production setup at Eastman Kodak Co., in Rochester, N. Y. The entire operation would be far beyond the finances of the average industrial advertising department. But studied as units . . . it would be enlightening and money-saving. For the big operations involving addressing millions of house magazines to color-movie addicts there are microfilming; IBM card punching; high-speed electronic separating; and a fabulous electronic addresser running 60,000 impressions per hour on labels . . . with supplementary machines separating and affixing labels on mailing pieces at terrific speeds.

For the dealer setup, there are specially designed selector Addressographs and Speedamats with control systems which can determine *who* gets *what* type of mailing because of the size of window or square-footage of counter space, or credit rating, etc.

In another department handling mailings for dealers, there are inexpensive (from \$17 to \$27) addressing machines operating from typed paper rolls. Dealers' lists are simply typed . . . rolls are run for four, six, or more pieces, then thrown away.

In other words, under one roof we saw the whole gamut of list building and maintenance with varying equipment and methods, running from an

investment of \$100,000 per single unit down to as low as \$17. It's a dizzying experience. Wish Al Stillson, the man who designed most of it, would make a movie of entire operation and show it at a DMAA or NIAA convention. It would be the final word on how to do it elaborately or simply . . . depending on the need.

Other organizations have nearly similar setups . . . General Electric, Westinghouse, DuPont, Jack Lindley, at International Nickel, has a most complete and accurate list building and maintenance system covering many diversified classifications. Part of what those people know could be applied to the needs of the average industrial setup with fairly simple list problems, running in the hundreds or low thousands instead of the hundreds of thousands.

Industrial advertisers could learn lessons, too, from other fields where there isn't any danger of competitive reluctance to reveal information. The industrial adman shies away from *mail order* . . . but he could learn a lot about list maintenance from the folks who depend on *the list* for making a living.

Who would imagine any connection between industrial advertising and charitable work? But an industrial advertiser might learn a lot by visiting the New York Tuberculosis & Health Assn. (or other local units). A completely-controlled and smooth running, economy-minded system for list building, maintenance and statistical recording.

The Biggest D.M. Problem

It's a big subject . . . covered by the little word LIST. But it's the heartbeat of every direct mail undertaking. Miles Stray (Charles A. Templeton, Inc., Waterbury 20, Conn.), at a Boston Industrial Advertisers seminar, hit the nail on the head. He was asked what, as a distributor were his biggest direct mail problems. Miles replied that he had only three: "First, the list; Second, the list; and Third, the list."

So as our third recommendation . . . we urge industrial advertising managers with their agencies or other counselors, to make a continuing study of mailing lists; how to make them more accurate; how to eliminate the waste; how to sell the sales force and distributors on helping to make them and keep them better. Once that problem is close to being licked . . . you are ready for the next logical phase of thinking.

THIS IS A... THESE ARE...

* answers below

If you had any difficulty recognizing these objects, it's just possible you haven't yet discovered how direct mail can solve problems that have been keeping you working when you might have been Learning How to Live.

If you'd like to know how the right kind of direct mail promotion can solve these problems - and also learn more about the above objects - we suggest you write or call for our FREE FOLDER, "Successful Sales Letters."

You'll see how our kind of Sales Letter - with the built-in reply card - gets better results, costs less.

SALES LETTERS
INCORPORATED
250 W. 49th St. New York 19
Telephone WAtkins
COMPLETE PRODUCTION FACILITIES
* tennis-racquet, golf clubs

Let's not cry
about it



If results from your DIRECT MAIL aren't what they should be, consult a specialist. Here, you'll have 33 years of experience and professional know-how concentrating on your particular problem.

Write today for free folder.

THE BUCKLEY ORGANIZATION

Lincoln-Liberty Bldg., Phila. 7

*Available from *The Reporter*, Garden City, N. Y. Price \$1.

FUNCTIONS and FORMATS

This is where we found the worst confusion in industrial direct mail:

"All industrial direct mail should be 8½" x 11" format, so it can be filed" . . . say some. "We have found that envelope stuffers enclosed with correspondence are absolutely worthless. Only way to distribute this material is to place in packages being shipped, so that it will be seen when opened." By the stockroom boy, no doubt!

"We never mail new dealer literature. Always give it to salesmen to deliver personally to advertising department of distributor. More personal that way." And time consuming!

"Most industrial direct mail falls flat on its face. We don't use any. Just a few printed pieces." Then . . . their "pieces" are found on a distributor's supply shelf . . . and they sure fall flat on their face. Shoddy, poorly planned. Just dull.

How much of that kind of thinking exists, no one knows . . . but it must be prevalent. Industrial advertisers (the average . . . not the smart ones who have learned) do not understand that direct mail embraces many possible functions and formats. That's why this phase is important for future study. Direct mail is not limited to any prescribed format (except in specific technical applications).

Format can be tailored to fit the product or the job to be done. If the problem is to supply engineers or architects with *product literature* which must be filed or put in standard binders . . . then the 8½" x 11" size is indicated. Probably that's where the 8½" x 11" myth started.

If the problem is to make a powerful, introductory impression for a new product on which you want inquiries for detailed product literature, then a smashing broadside might be appropriate and necessary. Like the one created by Hutchins Advertising Co. for The Haloid Co. of Rochester, N. Y. The address side of broadside did measure 8½" x 11". But consecutive folds carried a running, big-type story until full sheet, showing mammoth illustration of new product, measured 45" x 35". Couldn't be filed very well unless refolded; couldn't be held long without either signing request card or throwing away. A smash attack designed for a single purpose.

Months ago, when this study was started, we planned to illustrate good or bad examples of industrial direct mail . . . but it's impossible to give an accurate picture without full size and colors. Maybe that's what is needed at conventions . . . instead of displaying prize-winning campaigns, show examples of good and bad with reason why the *format* was either wise or unwise for the *function*.

In this roundup of "how to think" . . . we can give you only the highlights or suggestions for future study.

Start with *letterheads* . . . for example. Is there any good reason why most industrial letterheads have to be so dull, so unimaginative, so out-of-date? In an inspection of hundreds of letterheads, we found only a very few passable ones. The advertising managers claim that top management won't let them tamper with tradition. Granddaddy possibly designed the present one and it sticks, even though factories and machines have been modernized. And is there any good reason why all industrial letterheads have to be 8½" x 11"? Couldn't there be short memo forms for transmitting literature; answering inquiries? There's a big field for analysis of just the letterhead. Start there, anyway.

A Worthwhile Experiment

Next . . . turn to *catalogs* and *booklets* of product literature, or even *sheets* which must be added to standard binders in plants or technical offices. Try this experiment . . . as we did: Get hold (by hook or crook) of samples of similar material issued by companies within same field. Not necessarily competitors, but lines which reach the same purchasing agents, engineers, factory foremen or distributors. Put your material out on a table in a line with all the others. How does it stack up? Is it adequate for the job? If you were the purchasing agent, the engineer, or the distributor, would you be impressed by its attractiveness and adequacy? Or would you be bored and unimpressed by its dullness and drabness?

There's no excuse for some of the atrocious specimens we've seen . . . especially the covers. Of course, it's necessary to be factual and accurate.

We visited engineering offices and questioned the officers and employees on what they liked. Architects and electrical engineers like detailed, accurate drawings of *parts* so they can be translated into finished technical drawings. There were words of high praise for firms like Surface Combustion Co., Standard Railway Equipment Mfg. Co., Westinghouse Electric Corp. and Worthington Pump, for their product pieces which use the cross-section technique of printing various parts of a machine on transparent sheets in full color. As each sheet is lifted, the rear of the part is visible as well as next part underneath. It's expensive . . . but it certainly puts the story across and helps the draftsman complete his job if that equipment is to be incorporated in a larger scheme of engineering.

Catalogs, as a class, have improved in recent years . . . but there's still much room for betterment. Ad managers, agencies and printers could still profit by the good advice in the S. D. Warren Company's (89 Broad St., Boston 1, Mass.) booklet "The Saies Catalog" . . . one of a series. Orderly arrangement, adequate indexing, format, layout, functional use of color, are some of the highlights emphasized. If followed . . . there wouldn't be so many messy jobs.

Every ad manager should try the suggested experiment . . . compare your work with *all the others*. How do you rate? Do your distributors and others say, "This one is superior, just right." Or do they say, "This one stinks; we always have trouble with this outfit."

In one engineering office, we found an answer to the myth — "Third class mail is no good . . . only first class is opened." Questioning the office manager (really a combination secretary to two partners) revealed that she opens *all mail irrespective of postage*. She builds three piles:

1. Financial and business correspondence.
2. Product literature pertaining to any phase of the business.
3. All other mail not related to business, but to personal needs of partners.

The partners inspect every piece of mail. They re-route or handle (1) and either throw out or act on (3) quickly; (2) is inspected carefully and all those selected for saving are given back to office manager in one pile. She spends part of day or some period during week filing literature in product folders on library shelf after removing any material which is superseded by the new arrival.

How many have checked in a similar way to find out how their material is received and handled? And if the boss makes the selection of what to keep and what to discard . . . how does your stuff stack up in competition with all the other pieces crossing his desk the same day?

Transfer that same investigation to your distributor, who may be handling lines of hundreds of manufacturers. He must see all the stuff. How does yours stack up in comparison? You may be shocked if you make the test suggested. We won't mention names, but could show you some terrific turkeys.

How-To-Do-It Booklets

Go on down the list of formats to how-to-do-it booklets. Some are excellent; others terrible. Behr Manning is mentioned frequently for its know-how in how-to-do-it manuals. Distributors like them, when right.

Distributors also like wall charts of the how-to-do-it variety when they can be used as mailers with plenty of space for local imprint. Chain Belt Co. of Milwaukee got pats on the back for its *Helpful Hints on Installation of Roller Chain Flexible Coupling Chart*. Attractive and usable.

But another manufacturer of tap drills got . . . for a black-bordered wall chart . . . decimal equivalents and sizes. No room anywhere for distributor's imprint. Unattractive and dull. The ad manager who planned that one ought to visit a tool room sometime and see how his chart (if up) compares with the popular pin-ups.

In other words, go through this comparative process with all your formats for each function. *Stockholders reports* (usually good). *House magazines* (getting better all the time).

But even with house magazines there are misunderstandings about format. Some experts have decreed that the average industrial recipient prefers an 8½" x 11". But that isn't necessarily so. Some of the most successful (out of the 5,000 or more industrial publications) have been odd sizes . . . like *The Houghton Line* of E. F. Houghton & Co. (size: 4" x 7") and *Pipe Dreams* of Universal Concrete Pipe Co. (size: 5¼" x 7¼"). And there have been the numerous industrial magazines edited by Tom Dreier (always about 4½" x 6½"). Tom says there's nothing like a pocket size for casual reading in quiet places (you know where). Orville Reed of Howell, Mich., has made a comfortable living editing house magazines for industrial manufacturers and in-

dustrial distributors on nothing but a postal card. Sometimes a bigger card. Easy reading. Certainly, there are many good industrial house magazines of the 8½" x 11" size . . . such as *Phoenix Flame*, *Bakelite Review*, *The Hercules Mixer* (slightly larger), and *Quonset Farmstead News* (published bimonthly by Stran-Steel Division of Great Lakes Steel Corp.). The latter might be considered industrial . . . for the farm market is a big industry.

The main point about the whole discussion is that industrial advertisers should not get hipped or deluded about any one *standard format*. There isn't such a thing. Formats can differ according to function.

Next, let's hit briefly on some other points of investigation:

Envelope enclosures. Distributors like them . . . but they don't like drab and lifeless ones. Make comparative tests again. Were yours included in the examples of poor layout, unsightly colors?

Personalizing. How many industrial advertisers have investigated personalizing on product literature or special promotions to limited lists? There are economical processes whereby individual names can be imprinted in type with any color on catalogs, booklets, brochures, etc. *The Reporter* can supply sources.

A Need For "Personal" Study

We think most industrial advertisers could profit by a study of all the processing methods which make direct mail seem more personal. Especially letters furnished to distributors for mailing to customers. Many bad examples were uncovered in this survey. Printed letters instead of processed. Nothing deadens the effect of a letter more rapidly than a printed-from-type letter. The mail order people, like O. M. Scott & Sons at Marysville, Ohio, have learned how to make a letter seem personal by screening the type-written copy. Even though printed, it looks like typing. Get samples.

The DMAA Research Committee recently released a project report on "Letter Reproduction."* Tells all . . . with samples of each process.

In other words, industrial advertisers haven't sounded out all the possibilities of making their direct mail different or more adequate by better knowledge of available processes within the varying formats.

For a next step take *reprints of space advertising*. One wise ad manager confessed that he often schedules trade space, not for the results, but solely

*Available to non-members for \$5.

POSTCARDS and ADVERTISING LITERATURE at BUDGET PRICES



You, like Buttersweet (Day and Young), can secure postcards and all forms of direct advertising literature at budget prices. Write today for samples and information to the nearest Crocker office.

Dept. _____

H. S. CROCKER CO., INC.

SAN FRANCISCO, 720 Mission • LOS ANGELES, 2030 E. 7th
CHICAGO, 350 N. Clark • NEW YORK, 100 Hudson
BALTIMORE, 1800 S. Clinton

DIRECT MAIL AND MAIL ORDER

COPY

Writer of Mail Order Letters that bring back orders and cash . . . Contacting Letters that create and maintain good will between salesmen's calls . . . booklets, folders, brochures, house organs, circulars that do the selling jobs you want them to do. Fully endorsed by a nationwide clientele. Winner of two DMAA Best of Industry Awards . . . Darnell Gold Medal . . . editor of IMP, "the world's smallest house organ."

ORVILLE E. REED

106 N. STATE STREET
HOWELL, MICHIGAN

BIRTHDAY

20 years of syndication. Redi-made and custom-made advertising material for women's, men's, children's, cleaners and dyer's retail stores, reached monthly every year (52M customers and prospects). Finest list obtainable on Elliott stencils. Also modestly proclaiming to be "tops" in the field of printing, addressing and mailing from Paris and London. Complete offset and letterpress equipment, plus "pochoir" department (color stenciling for short-run work). REPORTER readers are cordially invited to visit us.

REBA MARTIN, INC.

4201 N. W. 2nd Avenue, Miami, Florida
(Atlantic City with palm trees).

NATURAL COLOR POSTCARDS

of your products for low cost
EFFECTIVE ADVERTISING
Excellent for DIRECT MAIL
ENCLOSURES, CATALOG INSERTS
Four color process printing from your transparency or we supply the necessary color work. Priced as low as 1 1/3c each.
Send for complete samples and prices.
COLORART, INC. of NEW YORK
475 Fifth Avenue New York 17, N. Y.

DIRECT MAIL ADVERTISERS!

Cut your printing costs! Form letters, circulars, brochures, leaflets, catalogs. Send for estimate enclosing copy. Crescent Printing Co. Sta. D, box 25, Dayton 10, O.

PENCILPRINT

MEMO FROM
ED WARD

The message
you write on a
pencil memo
will be read.
E.W.

PENCILPRINT looks like actual
Pencil. Has many applications for
your Direct Mail. Ask for samples.

Century Letter Co., Inc.

48 East 21st Street New York 10, N. Y.

JARED ABBEON SAYS:

"For free lance copy
writing, publicity re-
leases and counsel,
get in contact with
the top man."

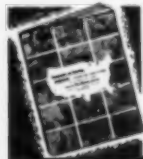
Franklin C. Wertheim

179-15 Jamaica Avenue
JAMAICA 32, N. Y.

AXtel 7-1200

"P.S. Moderate Fees."

How Advertisers Use Photo-Reports



Illustrated booklet describes how
Sickles gets pictures and reports
for Advertisers and Editors

Send for free copy

SICKLES
Photo-Reporting Service
38 Park Pl., Newark, N. J.
MArket 2-3966

SEE FOR YOURSELF

Art Mart art work puts zip in your
printing production. It helps stimu-
late ideas, and it is there, ready to
use when you need it. Must see to
appreciate. WRITE: Art Mart



ART MART SERVICE P. O. Box 2121
Dallas 21, Texas

to be able to merchandise the adver-
tising to the sales force, distribution
outlets and ultimately to buyers. He
knows that the correct handling of re-
prints is vitally important. A reprint
mailed alone is dull. It needs a letter
with it to put across the reason why
it is sent; to pull more inquiries. Too
many companies forget the letter. Or
the letter is poorly written. There are
plenty of ways to dramatize the re-
print.

Rohm & Haas Co., Philadelphia 5,
Pa., had a dramatic die-cut, solid black
cover made to fit over reprint of a
four-color space ad. Showing through
the cut-outs were colorful points of the
advertisement which deserved special
emphasis and which put across the 32-
word message reversed in white on
black background. That is showman-
ship.

R. C. Sickler of DuPont told a New
York Direct Mail Day audience how
they handled reprints differently. Each
month, when DuPont's ad appeared in
Fortune . . . a tabbed copy of a com-
plete magazine was mailed to distribu-
tors or branch offices . . . with a let-
ter explaining purpose and offering ad-
ditional reprints for distribution. It
worked fine.

And is there any real reason why
reprints should not look like real tear
sheets instead of plain reprints? Some
people have been smart enough to get
their publishing friends to reprint the
ad on the back of an actual editorial
page . . . making it seem like an
actual page from the magazine.

New Formats Available

General Office Service, Inc., 527
Sixth St., N. W., Washington, D. C.,
has gone a step further by developing
a machine which actually tears the left-
hand edge of each sheet so the re-
print, with editorial matter on back,
seems to be torn from the magazine.
The accompanying letter, especially if
done on an automatic typewriter, can
be much more personal. Aimed at get-
ting something done. Recipient is flat-
tered because it looks like you have
ruined a copy of the magazine just to
write to him.

Industrial advertisers have another
relatively new angle to investigate in
merchandising or capitalizing on trade
space advertising. Not long ago, the
Post Office liberalized its strict regu-
lations covering allowable space and
format of magazine advertising. In-
stead of being limited to magazine
page size, the advertiser may buy odd-
shaped pages, with folds (either verti-
cal or horizontal, or both).

Die-cuts and deckle edges can be
used. In other words . . . a new day
has dawned if industrial advertisers are
smart enough to see the possibilities.
Space ads can now be planned as *direct
mail pieces* rather than the old agency
style of trying to construct a direct mail
piece out of a formal trade advertise-
ment. Investigate.

Instead of accepting the myth that
industrial direct mail must always be
factual and of a standard 8½" x 11"
format, ad managers and agencies
should study all the functions and for-
mats in an attempt to make their work
outstanding. There are plenty of ways.

Fred Meendsen of Union Bag &
Paper Corp. was faced with the job
of getting entre for salesmen in the
highly-competitive corrugated box field.
He and his agency designed, with a
new trade character, "Yoon Yun", a
19-piece campaign to only 2,000 top
prospects . . . costing \$25 per name.
(About the same cost as entertaining
each one at dinner.) Used practically
every format imaginable, including
tricks and gadgets. Employed fine
paper and printing, with factual ma-
terial hidden beneath every possible
type of showmanship, including humor
and mystery. It worked. It opened
doors. Purchasing agents and presi-
dents asked for extra sets of the ma-
terial.* Industrial advertising doesn't
have to be dull or standardized.

George Staudt described, at the
NIAA Montreal convention, how he in-
jected excitement into a Harnischfeger
campaign to put across a new truck
crane. Developed a trade character
named *Miti-Mite* . . . then pulled out
all the merchandising stops. (1) Teaser
ads about Miti-Mite appeared in 25
national and regional construction and
contracting magazines, with two, or
three quarter-pages appearing in same
issues; (2) dealers received curiosity-
arousing birth announcements, com-
plete with a cigar; (3) a month later,
hard-selling, full-page announcement
ads in all trade magazines; (4) color
spreads in several national business
magazines; (5) unusual two-color ads
in newspapers on days conventions
were being held by prospect groups;
copies of newspapers delivered to
rooms of delegates; (6) reprints of
same ads mailed to delegates at home;
(7) salesmen were loaded down with
posters, literature of all kinds, drama-
tizing *Miti-Mite*; (8) folders and

*The entire Yoon Yun campaign was de-
scribed in full detail in the April, 1953
Reporter feature study *How to Think About
Showmanship in Direct Mail*.

(Continued on page 81)



You can now obtain all ten Reporter feature studies in a 6¼"x9¼"x2" convenient Library Case Binder . . . giving you a complete, condensed course on various phases of direct mail advertising for handy and constant reference.

**A MINIATURE
(and economical)
DIRECT MAIL
TRAINING PROGRAM**

The booklets can be used for a number of purposes. For training beginners. For refresher study by old-timers. For classroom study by salesmen . . . to increase their knowledge of direct mail advertising. For internal sales training. For general study by everyone having anything to do with advertising or sales.



Here is a set of ten simple inexpensive booklets about direct mail techniques that give you the opinions and advice of experts from all over the country . . . material never before released and gathered together for your help and information.

"Where can we get authentic, reliable direct mail training material?" This is a question often asked. Until recently, it was a hard-to-answer question.

The Reporter, over the past few years, has been publishing a series of feature studies . . . covering the many phases of direct mail. Each feature study received the critical analysis and approval of experts in the field. Each one had to be absolutely bunkless.

These studies have now been reprinted in booklet form. The copy on adjoining flap describes each one. You can purchase them separately . . . or in a complete package enclosed in a filing box for your desk or library shelf.

order from **THE REPORTER OF DIRECT MAIL ADVERTISING**
GARDEN CITY, NEW YORK



EACH BOOKLET HAS BEEN RECOMMENDED BY DIRECT MAIL EXPERTS

1. Dogs That Climb Trees by Henry Hoke 86 pages \$1.00

A semi-humorous account of how one man undertook the job of learning through trial and error the fundamentals of a fascinating but complicated profession for which no textbooks then existed.

2. How To Get The Right Start In Direct Advertising by Harrie Bell 76 pages \$1.50

A basic outline for beginners who know nothing about direct mail but want to know more about the subject.

3. How To Think About Direct Mail by Henry Hoke 54 pages \$1.00

Five easy to read sections giving the basic essentials for the successful use of direct mail. An outline for those who know about advertising and want to know more about direct mail.

4. How To Think About Letters by Howard Dana Shaw 52 pages \$1.00

Gives sound and sensible advice on good letter writing. A fine reference book for all writers-of-letters. One of the chapters deals with the controversial subject "The Dangers of Testing."

5. How To Think About Readership of Direct Mail by Henry Hoke 70 pages \$1.00

Punctures the time-worn acceptance of a 2% return from direct mail. Gives case histories of experts to prove that readership (percentage of returns) depends entirely on purpose and type of appeal ... ranging from zero plus to 100% minus.

6. How Direct Mail Solves Management Problems by Henry Hoke 50 pages and chart \$1.00

This is supplementary to the "Reader-

ship" study. Shows why direct mail isn't worth considering unless it actually solves a specific management, promotion, publicity or sales problem. Gives formulas showing how to analyze and develop direct mail plans.

7. How To Think About Showmanship In Direct Mail by Henry Hoke 64 pages \$1.00

Analyzes the fundamentals of showmanship ... the one element most needed in direct mail. Shows how you can determine which of the six basic types of showmanship to use, with examples on how to achieve realism.

8. How To Think About Mail Order by Henry Hoke 84 pages \$1.00

Mail order is just one kind of direct mail. This booklet succeeds in debunking a confusing subject. Proves that mail order is not a business. It is a method of doing business. Gives opinions of competent experts ... attempts to define ... the real secret of success.

9. How To Think About Production And Mailing by Henry Hoke 54 pages \$1.00

A basic outline for training production and mailing supervisors and, for determining the physical layout of producing and dispatching units. For the first time, direct mail production has been broken down into eighteen carefully explained phases. Will help private, non-production firms to determine how to contract for the best outside production service.

10. The Plain Jane Of Direct Mail 16 pages 50¢

A basic outline of mailing list essentials. Suggestions for list building, buying or renting. Methods of list maintenance.

order separate copies or the complete set in a **LIBRARY CASE BINDER \$10.00**

THE REPORTER of Direct Mail Advertising

Garden City, New York

A () One complete set of ten training pamphlets packed in Library Case Binder @ \$10.00.

B () Separate pamphlets as checked below:

- 1. ()** Dogs That Climb Trees
- 2. ()** How To Get The Right Start in Direct Advertising
- 3. ()** How To Think About Direct Mail
- 4. ()** How To Think About Letters
- 5. ()** How To Think About Readership of Direct Mail

Send us the following:

Check items A or B - and C

6. () How Direct Mail Solves Management Problems

7. () How To Think About Showmanship in Direct Mail

8. () How To Think About Mail Order

9. () How To Think About Production and Mailing

10. () The Plain Jane of Direct Mail

C () Check for \$..... enclosed.

() Bill us

Name

Company

Address City Zone State



**YOU HAVE IN YOUR HANDS
THE FIRST EXAMPLE OF A DIE-CUT INSERT**

Few advertisers realized the significance of the amendment to Postal Laws and regulations which appeared in May 27th bulletin.

Up to this time, the Post Office had insisted on uniform page size in all second class publications. (The size of the magazine.) Under the new regulation, you can now plan an insert with a die-cut and folds . . . which may be used later or simultaneously for a direct mail piece.

We have prepared this piece with the cooperation of Freedman Cut-Outs, Inc. to show what can be done. But we caution all advertisers and publishers to get approval from Post Office before final production (just as we have done in this case). For instance, each fold is considered as a page; a return coupon or order form cannot occupy more than 50% of the page. Pages should be "approximately" of nearly same size as magazine page. Those things have to be cleared with Post Office.

Added to above . . . the Post Office has finally allowed inserts on material other than paper. The "trans-vision" process can now be used . . . printing on successive transparent plastic sheets, which show cross sections or parts of products described.

The Reporter, in the future, will keep you up to date on all developments which help to build a better tie-up between space advertising and direct mail.

On May 27, the Official Postal Bulletin (No. 19744) carried the following amendment to Postal Laws and Regulations.

Examination of Second-Class Matter at Mailing Office
Insert No. 771

Order No. 55637, Dated
May 25, 1954

In § 34.58 Examination of Second-Class Matter at Mailing Office, Paragraph (b) is rescinded and the following paragraph inserted in lieu thereof:

"(b) Advertisements — All advertising pages in periodicals shall be permanently attached. The pages may be die-cut or deckle-edged, and prepared for folding out horizontally, vertically, or both. Different advertisements may occupy the same space in different copies of the same issue."

USE THIS REPLY CARD

Use This
Convenient
Order Form

Place
Stamp
Here

MAIL TO: THE REPORTER of Direct Mail Advertising
224 Seventh Street
Garden City, New York



Freedman Cut-Outs is proud to be associated with the introduction of the first die-cut venture used in second class publications. For over 36 years, it has been our privilege to be the source of creative ideas for die-cutting as well as for production of finishing operations which include die making, mounting, easeling, hand folding, eyeletting, distribution and other services.

FREEDMAN CUT-OUTS

34 HUBERT STREET • NEW YORK 13, N. Y. • CA 6-2750



smash broadsides went to all known prospects; (9) dealers got special sales kits that had just about everything but bear traps: included *Miti-Mite* labels for stationery, *Miti-Mite* balloons, and even a miniature model of *Miti-Mite* for displays, conventions, etc.; (10) salesmen received *Miti-Mite* badges; new owners received "official" *Miti-Mite* operator's card; (11) supporting all this were incentive bulletins to sales force; press releases and photographs to editors of trade papers. One newspaper even ran an *editorial* on the dramatic campaign.

Which seems to prove that industrial campaigns do not necessarily have to be dull. They can be exciting, dramatic and *humanized*. The *Miti-Mite* campaign worked. Eighty-five percent of dealers were "sold" immediately. In 10 months . . . all were. The inquiries to home office alone cost only \$30 each on an item selling at \$11.645. Two hundred and fifty-eight units were sold in first 10 months and production has been at top capacity since.

Other Possibilities:

The Wolverine Tube Division of Calumet & Hecla, Inc., have for years used gadgets attached to an unusual strip format which when rolled up fits in a small mailing tube. The gadget in each case ties in with the sales story and the format dramatizes the offer. Wolverine is known by its distinctive product mailings. They are humanized. *8½" x 11" always?* Some industrial concerns have used full color, picture post cards as occasional reminders.

Dick Faulkner of International Paper Co., developed a unique format for a constant reminder and educational campaign. A monthly, *8½" x 11¾"* wall calendar on thick paper. On the back of each month is a different educational story about one phase of the printing business (also manufacturing).

Bill Clawson of Miller Printing Machinery Co. practically never uses a standard format. Tricky die-cuts, unusual shapes. To impress printers who get too blasé about ordinary printing . . . and who can only be impressed by dramatic impact.

A few industrial advertisers have dared to copy their mail order brothers in using unusual materials . . . such as letters pre-pressed on cellophane sheets . . . with an opener such as "This offer is crystal clear." It can be done, and we know the sources.

DuPont has used gadgety, illustrated letters on special promotions. One folder pictured a test tube. Inserted in a die-cut at top of tube was a thin

strip which when unfolded revealed a miniature, *5½" x 8¼"* letter.

We are getting more and more examples of clever, out-of-the-ordinary formats. But they seem to be limited to a relatively few industrial concerns who have had the gumption to investigate possibilities.

Function Dictates Format

All industrial direct mail formal? General Electric conducts sales contests among salesmen and dealers with all the ballyhoo of a circus. Prize books, gadget letters, even including dice and what-have-you. The function dictates the format.

Atlantic Steel Co. of Atlanta, Ga., used a three-piece campaign of illustrated letters and a jumbo post card to get delegates to a wholesalers convention to visit a barbeque luncheon and a plant display of Dixisteel wire products.

The Carey Machinery & Supply Co. of Baltimore, Md., used just plain, automatically typed, personal letters to get a particular type of engineer to visit a special display of gas analyzing and gas measuring equipment used in safety work.

A number of industrial advertisers, such as Spang-Chalfant Division of The National Supply Co., have developed, through their agency . . . "welcome to the plant" folders to give to visitors and to induce other visits.

Commercial Solvents Corp. used a circusy type of accordion fold circular with all the blocks of copy set in old-fashioned type of circus poster style. Larry Schaffel knows how to be different and isn't afraid to experiment.

Sporty Product Literature

The Falk Corp. of Milwaukee, Wis., wanted to get more handling of its product literature in their standard filing binders . . . so L. H. Billing started the *Falk Engineered Sport Facts*. Believing that most engineers and purchasing agents are sports-minded, he advised them by letter to watch out for *Sport Facts* at five to six-week intervals and to file them in Falk binder to settle future sports arguments. Each issue contained technical details and statistics on one phase of sports, with only a minor fraction of space devoted to Falk products. Stunt was successful. The copies were read and filed. Noon-hour arguments on sports necessitated frequent references to the Falk binder.

Incidentally, Falk's advertising department gets pats on the back from distributors because their pieces have lots of room for distributor's imprint

. . . plus (and this is unusual) plenty of room for distributor to list other non-competing lines carried.

Charlie Binger and Dick Tirk of Reply-O Letters, 7 Central Park West, New York 23, N. Y., supplied us with examples of industrial users of Reply-O. We were interested in finding out how many were adopting so-called mail order techniques, or what uses were being made of this very simple, but different, letter form (the reply card or envelope in a die-cut pocket at top of letter, with name of addressee showing through window on the return piece).

Diebold, Inc., Canton 2, Ohio, use plenty of Reply-O Letters to get inquiries for salesmen follow-up or for product literature; to clean up mailing lists, or to get new names.

The F. W. Dodge Corp., 119 W. 40th St., New York 18, N. Y., used Reply-O type letters to test out the readership or subscriber interest of the publications in which they advertised. Sent inquiry type letters to rented lists of cross sections of each publication. Response indicated which publications were best.*

Russell, Burdsall & Ward Bolt & Nut Co., Port Chester, N. Y., used Reply-O to get requests for bolt length tables and to focus interest on the company's product literature in Sweet's catalog.

Westinghouse Electric supplies dealers with a four-piece Reply-O campaign to get bulk orders at quantity discounts from small industrial plants where it's impractical for salesmen to call.

These are just a few examples. We are simply trying to emphasize to industrial advertising managers, their agencies and printers that *there should be more intelligent study of direct mail FUNCTIONS and FORMATS*. Too much industrial direct mail is dull and uninteresting because it blindly follows a pattern of standardization. There is no need for standardization except in certain established functions. And even in standardized formats, the design and production can be distinctive.

All direct mail efforts can be as exciting and interesting as the creative brains behind them.

There is one other detail which should be included in this phase of study . . . but we'll hold it until phase six . . . while we tackle a more serious problem.

*Detailed story in July 1952 *Reporter*.

Coverage of this phase of the study will necessarily be short . . . even though it's the *most important*. In other studies, such as *How to Think About Direct Mail*, we gave the formulas for learning how to write better copy. Repeating them here would take more space than anything else. The industrial adman who doesn't know the formulas will just have to get in and dig. There should be more "copy" panels or seminars at industrial advertising meetings. But some conclusions can be drawn from the opinions and comments collected here.

Time after time, it has been repeated that industrial advertising copy must be *different*. It must be *factual*. It cannot appeal to *emotions*.

That is the bunk . . . because before you establish a *rule*, you must define the *terms*. What are *emotions*? An emotional urge doesn't necessarily mean love or some such esthetic intoxication. It can also mean distrust or boredom. There can be emotions of belief, faith, confidence, security, soundness, good fellowship . . . aroused sometimes even by humor or by just simple cordial friendliness.

So some of our counselors think it's important for industrial advertisers to forget the fear of arousing *emotions*. Much industrial advertising is dull . . . because the writers are afraid to get away from routine factuality. People are people . . . whether engineers, presidents or housewives.

First Analysis of Copy

The first steps in analyzing industrial copy should be: Does the copy (plus physical presentation) arouse some desired emotion, such as confidence, belief, security, or what? Do our circulars, booklets, letters, etc., build in the recipient a *feeling of wanting* to do business with us? *People think that they think; but very few really think. They feel.* Even in industry. Even purchasing agents. They buy, or decide, because of what they *feel* about you and your product. Sometimes they refuse to buy because they *feel* resentment against your letters, your vice president, your salesmen, or something, even though they may think they think your product is better. One such case was uncovered in

this survey . . . a distributor not handling a superior product because of resentment. Caused by mail.

As far as direct mail is concerned in industrial advertising . . . there seem to be two different realms of copy. Catalog and other product literature is usually well prepared . . . because they have been worked over carefully for accuracy. Few complaints here . . . although writers could learn lessons in brightening up by studying the techniques of some of the experts in mail order catalog copy, where every word counts. Maybe some catalogs and product pieces are dull because the writers didn't believe any actual orders would result.

Secondary Phases Overlooked

House magazines are usually good (both internal and external) . . . and getting better largely because there is such widespread education of industrial editors. Magazines like *Stet* (Champion Paper & Fibre Co.) have helped editors do a better job. So have seminars at universities for industrial editors. Annual stockholders reports have improved greatly. Been humanized. Top management is proud of them and takes an interest in getting them right. It seems like industrial direct mail copy is fairly good all along the line of product literature (catalogs, booklets, manuals, house magazines, annual reports) where management, agencies and creative printers have co-operated in the planning, creation and production. But copy usually falls flat on its face in the so-called *secondary phases* of industrial direct mail . . . the important chain of events which follow the product literature. The transmittal letters accompanying a new product brochure (many don't even bother with a transmittal letter); the answers to inquiries; letters to dealers; and all the necessary, essential, "second-string" jobs direct mail can do. The answer possibly lies in the fact that these things are not considered important and are delegated to second-string talent.

I once had the opportunity of analyzing the current promotional efforts of a large industrial company. Product literature superlative. But the transmittal letters were atrocious. Found only one really good and enthusiastic

one in more than a hundred examples, although the same staff which created the product literature wrote the transmittal copy. It sounded like the writers beat their brains out in creating the more glamorous printed pieces . . . then got tired and unenthused when it came time for the transmittal letter, which should have sold the importance of this new development. The copywriters violated every formula in the book for writing good letters.

So one of the major problems in industrial direct mail seems to be: how to train internal writers for the important jobs which *letters* can do. There, too, training has been inadequate in the schools, except where some engineering student has happened to get into one of the communications courses taught by members of the American Business Writers Assn.

Some big firms have instituted letter writing training programs. The *Reporter* for July 1954 (page 24) carried an outline prepared by Francis Weeks (asst. prof. of business English, University of Illinois) listing sources of training material. Worth having . . . if you want to start an improvement program.

There are books available, which should be studied by internal copywriters. These are recommended: *The Art of Plain Talk* by Rudolf Flesch (Harper & Bros. \$2.50). *Language in Thought and Action* by S. I. Hayakawa (Harcourt, Brace \$2.75) *How to Write Successful Business Letters in 15 Days* by John P. Riebel (Prentice-Hall \$4.95). Those books will help. But, becoming a good letter writer takes hard work . . . and lots of plain, ordinary sense. A good letter is harder to write than a four-color page ad.

Some Good Advice

The real answer for better industrial copy seems to be: Find some magical way of keeping the writers enthusiastic.

John E. (Jack) Davis, editor of *Shell Progress* . . . speaking at Emory University's advertising seminar, made one of the best talks we've heard on industrial copy. He claimed that a bank check is the ideal model for good copy. "It is simple, direct, and beautifully clear. It is concrete. It is specific about the parties directly interested; and carries a strong personal appeal to the individual who gets it. It is, in short, dramatic. And above all, it is — or had better be — honest."

And then he gave this advice:

Try these tests on your advertising copy. Good copy is always focused sharply on the reader. He's more important than the writer,

NEW WAY TO COMPEL SURE ATTENTION TO DIRECT MAIL

*New, low-cost mechanical process
personalizes printed advertising,
creates immediate good-will*

Experienced sales managers know that many salesmen's calls are futile because it is so often impossible to see the top management officer who really makes the buying decision. Advertising managers and agencies, in attempting to establish this contact, have the constant worry that their direct mail advertising will never reach this officer, or if it does, that it may be consigned to the waste-basket after a fast superficial glance.

What better way is there to capture the recipient's attention and impel him to read your advertising message, than to personalize it, print his name in type as an integral part of the introductory portion of the message, and thus give him the feeling that the message is printed personally for him? It's only human to hold on to such a piece, give undivided attention to its message and show it to others.

FREE FOLDER EXPLAINS IT ALL

This is something to consider and to put to work in your promotion. We have a folder . . . yours for the asking . . . which describes in detail how Personal-Print works. It will answer many questions. In the meantime, perhaps we can anticipate a few of them.

Question: Isn't this the same as applying names by speedball pen?

Answer: No. Personal-Print is a mechanical miracle that sets recipients' names in type and prints on a specially-developed press. The finished result is identical to printing on the balance of the mailing piece.



Question: Can Personal-Print be applied to mailing pieces that are already printed? Is it possible to send a bulk shipment of a folder or catalog, for example, to be imprinted with names from a mailing list?

Answer: Yes, Mailograph Company will imprint your recipient's names on anything you now have printed. The complete mailing operation can also be handled here. If you prefer, the bulk shipment can, of course, be returned to you after Personal-Print imprinting.

Question: Isn't this process expensive?

Answer: No. Either hand lettering or the customary type imprinting method of personalizing advertising literature is a tedious, costly operation. Our unique Personal-Print press equipment (not found anywhere else in the United States) offers the only completely automatic way to do the imprinting. Beautifully sharp, clean, uniform printing is done at high speeds. Thus the cost of adding this attention compelling asset to your sales and advertising solicitation is surprisingly low.

That's the story. Write today for descriptive folder and prices. You'll be convinced that you can generate more business by showing a personal interest in your prospects.

MAILOGRAPH PRINTING CO., Inc.

Personal-Print Division
138 N. 12th Street
Philadelphia 7, Pennsylvania
LOcust 4-3113

The Miracle of PERSONAL PRINT Is Yours!

the company, or the product itself. He buys, or doesn't buy. Get tough with your copy. Here are the checks to make:

1. CAN THE READER READ IT? Have pity on his eyes, and don't try to get too much copy into the space available.

2. WILL HE READ IT? Here you have three things to check: (a) Story value. If you don't tell a story of direct interest to the reader, you're wasting your time. (b) Simplicity and clarity. Don't be afraid of easy, colloquial speech. Gimbel's has made advertising history with it; and (what is more important) sold a lot of merchandise with it. (c) Economy. A lot of the copy that may sound beautiful to you can be just so many words to the reader.

3. NOW WE CHECK FOR THE PAY-OFF: WILL THE READER BUY? Does he believe and respect your story? Unless you believe in your own story, don't expect the reader to buy it. Have you provided the kicker — have you given the reader something definite and easy to do? Did you end your copy by telling him how easy it is to procure your product or service?

We can't understand why there is so much bad copy in industrial letters when so much good advice is floating around for free.

Again, we'll recommend the formulas in *How to Think About Direct Mail* . . . but this is the most important one:

Formula 4: There are four basic faults in most business letters. (If you can write good letters, you can also write good bulletins, circulars, or any other kind of direct mail.)

1. **Useless words and phrases.** Useless words are . . . useless words. They are the words used by the schoolboy who doesn't exactly know the answer to the question asked by his teacher. He attempts to restate the question; to give the impression he wants to be sure he understands it correctly. Then he rambles all around the map trying to find the right answer. Most men write poor business letters because they are trying to impress their secretaries. They ramble around getting started, using a lot of useless words, useless expressions. Eliminate the useless words and phrases and you'll have better letters.

2. The next basic fault in most letters is: **improper arrangement of words and phrases.** To eliminate this fault, simply talk in a-b-c fashion, or "the cat crossed the street" fashion.

3. The next fault is: **incorrect expression of thought.** You think you know what you are saying or writing, but the reader cannot understand it. Be specific. Be clear.

4. The final basic fault in most business letters is: **offensive and displeasing words and phrases.** The most offensive and displeasing words and phrases are, believe it or not, the following: I, we, our, my, mine and us. When you use those personal and selfish pronouns in your business letters it shows that you are thinking more of yourself than the real hero of the letter . . . the recipient of it. When you use "I, we, our, my, mine or us" . . . you are looking down your nose to the other fellow. You are the big shot. You are important. You are the big, mighty, powerful organization. The other fellow is the little squirt. Talk about the other fellow's needs, not about your desires. Don't continually dictate or write such lines as: "We want you to know we appreciate," or "We shall endeavor . . .

We are well staffed . . . We pride ourselves . . . We maintain . . . We value your business." Such statements give your letters the "we-we" appeal.

The next most displeasing thing in business letters are the opinion phrases ending with "that". To correct yourself of this fault, write the word "that" on a 3" x 5" card and stick it under the glass top of your desk. Stay away from phrases which wind up with "that" as if they were poison. Because, again, if you use such phrases, you are looking down your nose at the other fellow. It is so useless and offensive to be continually saying: "I know that you will be glad to know that," or "I take particular pleasure in informing you that." It is the information given after the word "that" which is interesting to the man who receives the letter. It is a hard habit to break. Most businessmen have the habit. They learned it from their textbooks and their teachers. But you can break yourself of the habit if you try.

This formula 4 would help many industrial advertisers . . . judging by the horrible examples uncovered in this survey. But there are many other things to learn . . . takes time, concentration and real digging.

A great amount of industrial advertising usually includes different terms or words than generally used in consumer copy. This is not always true . . . especially when introducing a new product by a promotion, such as described by George Staudt . . . or when handling a spectacular campaign, such as Fred Meendsen's "Yoon Yun" for Union Bag & Paper's corrugated boxes.



paper

Welcome
to Boston,
—DMAAers

from your friends at **COOK-VIVIAN-LINDENMEYR** COMPANY, INC

354 CONGRESS STREET
BOSTON 7, MASSACHUSETTS
Branches: WORCESTER • PROVIDENCE

But we wonder how many industrial advertisers have made up *for their own use* a list of the best or most powerful words to use in describing their products, or to influence eventual sales. Ruth Gardner, (advertising manager of Harry P. Leu, Inc., 100 W. Livingston Ave., Orlando, Fla.), one of the keenest promoters of industrial distributor direct mail, showed us her

own personal word list. She keeps it under the glass top of her desk . . . constantly before her. When writing a newspaper ad, sales letter, or a circular, she goes over the list to pick out the words which are most appropriate, right at the minute, for what she's trying to do. Asked her permission to reprint . . . so here they are:

dependable	guaranteed	preserve	careful
durable	improved	prepare	cautious
reliable	engineered	lengthen	destructive
reputable	geared	stop	costly
profitable	warranted	TYPICAL SUBJECTS	double
suitable	strong	overhead	more
usable	sturdy	repair costs	best-known
lasting	practical	breakdowns	first-choice
cheaper	inexpensive	problems	factory-tested
faster	secure	headaches	laboratory-tested
easier	automatic	wear	time-tested
safer	compact	worry	heavy-duty
finer	efficient	emergency	trouble-free
longer	convenient	shut-downs	all-purpose
stronger	effective	tie-up	low-cost
sturdier	ready	requirements	money-saving
tougher	handy	loss	time-saving
greater	powerful	value	work-saving
avored	logical	modern maintenance	labor-saving
preferred	wise	high standards	power-saving
verified	reduce	high performance	energy-saving
satisfied	simplify	high quality	space-saving
certified	prevent	needs	TYPES OF ACTION VERBS
recommended	get	upkeep	rely
qualified	insure	inventory costs	depend
rugged	increase	power-waste	protect
tested	eliminate	production	cut
experienced	compare	pride of ownership	save

Some speakers at Industrial Advertisers meetings have stressed the old mail order formula that all users of direct mail should make copy *tests*.

The fact is: very few industrial advertisers can make copy and format tests, similar to the testing in the mail order fields. Industrial lists are usually small; problems are immediate rather than "long pull". Most industrial direct mail users cannot *test*, in the usual sense of the term. A new product must be introduced. It must be done at once.

Most industrial direct mail copy must be guided by experience and judgment, by finding out what didn't work in the past, and by experimenting to find better methods in the future.

Testing by others (in the mail order field) may provide guideposts. Only on mailings of potential big volume can there be any accurate tests . . . one type of letter compared with another. Best advice is: Don't be confused by test reports from other fields.

C-O-P-Y is an unending subject. That's why we recommend it as PHASE FIVE in all future studies of industrial direct mail. All future conventions, too. You'll jam the hall if you get some of the real experts to let down their hair!

WE'VE BEEN TOLD...

that our new plant is the most modern Direct Mail Service in the country — in plant layout, facilities, equipment.

WE KNOW...

that we spent a long time looking before we moved to this new location. Now we can offer our customers 20,000 square feet of space to better service their Direct Mail needs.

YOU'LL FIND...

That we're geared to do your Direct Mail job quickly... efficiently... economically.

WHY NOT...

drop up to say "hello"... or call us at BARclay 7-5770. Ask for Norm Eisner or Leo Sweedler.



LINCOLN *Letter Service, inc.*

New Address **326 BROADWAY
NEW YORK 7
BARCLAY 7-5770**

• PHOTO-OFFSET • PROCESS LETTERS • MULTIGRAPHING • MAILING • ADDRESSING
• PACKAGING • AUTOMATIC ADDRESS. • Mimeo. • BINDERY • LIST-MAINTENANCE • ART

This reporter would be happier if phase six could be skipped . . . in the interest of harmony. But in the interest of truth, it must be recommended as the final and crucial step in future studies of industrial direct mail. Some elements of the subject are decidedly hush-hush in most industrial advertising meetings and articles . . . except for a few crusaders like Bob Delay, Pete Shugart and Jim Duffy (see their opinions) who dare to criticize present methods of *handling* direct mail phases of industrial advertising.

H-a-n-d-l-i-n-g is perhaps not the right word for it but couldn't think of a better one. It involves (so far as direct mail is concerned) all the relationships between management, advertising manager, the office staff, agency, salesmen, distributors or agents, and ultimate purchasers. Who does *what*, *where*, *when* and . . . *how*?

The real truth is: The average industrial advertising manager and the average industrial advertising agency do not know how to *handle* the problems of direct mail . . . once they have passed over the gloriously safe pastures of designing and placing trade paper advertising and of preparing catalogs and product literature. At that exact point, the interest and enthusiasm of the average advertising agency begins to wane or vanish. And you can't blame them exactly. How can they make any money on the succeeding routine, detailed and hard-to-handle steps?

Agency Direct Mail

We've tried to find out how many agencies specializing in industrial accounts go beyond the space-product literature cycle and if they do, how do they charge for internal supervision of direct mail follow-up details? Try asking those questions and you'll get either complete silence or hands-in-the-air frustration. A few advertising agencies and creative printers have licked it, even down to warehousing client's literature; handling distributor campaigns; filling orders for bulk lots of pieces; and in some cases *answering routine inquiries* and follow-up. But darn few.

The big agencies have rushed to install television and radio audition and

testing quarters for their clients (it's glamorous). But very few have installed a similar setup for the direct mail needs of industrial clients. This is the point which needs surveying (on a large scale) by the NIAA or some agency group. It isn't a one-man job.

Let's hit on some of the problems as briefly as possible:

The agency prepares and places the space ads, many of which offer literature; the agency participates (usually) in the preparation of product literature. Sometimes (but not always) it originates or participates in the planning of a "direct mail campaign" to back up the space; it may even prepare a package deal for distributors.

Who is Responsible?

Then . . . what happens? Usually, the whole thing is dumped in the lap of the advertising manager who may (as we've heard in this survey) have other duties. Who will handle what? Who is going to be in charge of answering inquiries? Who is going to be constantly enthused about following up inquiries; seeing that salesmen are contacted and followed up? Who is responsible for the mailing list; how are they trained? Who is responsible for educating the salesmen on the importance (to them) of their direct mail backup? Those are just some of the questions for investigation in this phase six . . . *handling*.

We read in one industrial advertising handbook the advice that: the advertising department should handle *mass advertising media*, such as trade paper space, direct mail, etc. . . . but the sales promotion department should handle preparation of sales letters, etc. No wonder there is *confusion*. What is mass distribution of direct mail in industrial advertising . . . except possibly house magazines? Somebody has to control the whole chain of events in direct mail.

Take the one problem of answering inquiries. Some agencies have helped their clients by installing a "foolproof" system and even supervising it . . . but very few. That is something which cannot be handled very conveniently away from the manufacturer's own advertising department.

The NIAA, several years ago, started a well-financed Industrial Advertising Research Bureau. It took some time to get off the ground. The Bureau has published four reports: (1) *Methods of handling and evaluating inquiries*; (2) *a supplementary bibliography of published information on handling inquiries*; (3) *a report on budget fixing*; and (4) *yardsticks for evaluating industrial research*.

Forgotten Inquiries

In the survey of inquiry answering, a hundred or so companies were given preliminary study. These were later screened down to thirty-two. Only ten were finally selected for full, on-the-spot field analysis and detailed findings. A confidential report to this reporter indicates that, in the opinion of the field investigators, only about two out of the final ten had what might be considered a perfect inquiry answering — follow-up — list control — sales analysis system.

Doesn't that indicate that there's a crying need for more study or action on this one subject? Money is poured into space advertising; inquiries develop . . . then they are forgotten, mishandled or treated casually. Why not schedule this subject for intensive treatment at future industrial conventions?

Sam Gold of Lignum Vitae Products Corp., Jersey City 4, N. J., could tell plenty about his just-about foolproof system. (No salesmen . . . everything depends on inquiries and follow-up.) So could Everett Andes at Tube Turns, Inc., Louisville, Ky. *The Reporter* for November 1953 carried a story about his system for answering inquiries and follow-up. Careful screening of inquiries (45% of which resulted from direct mail) and careful handling by either automatically typewritten letters (for most important) or form letters (for less important) resulted in a 241% increase in distribution of Tube Turns literature in test period and a 157% increase in direct mail contacts.

The whole story is well worth reading. One point in it brings up another question. How many industrial departments know the advantages of automatic typewriters (we are not selling them)? Most sloppy or delayed inquiry handling stems from lack of office help, lack of system. Automatic typewriters (with carefully prepared form answers) break the bottleneck. They can also be used for such things as: (a) Acknowledgement and "thank you" of orders; (b) repetitive portions



"At Harper's Magazine direct mail means Reply-O Letters...we've used almost 20 million."

John Jay Hughes, Asst. Pub. & Circ. Dir.
Harper's Magazine



"I use Reply-O to get subscriptions and renewals, and I know it works."

Henry Hoke, Publisher
The Reporter of Direct Mail Advertising



"...in building newspaper circulation by mail...the Reply-O people contribute largely to our success."

Barney G. Cameron, Circ. Dir.
N. Y. Herald Tribune



"Reply-O Letters carrying Rust-Oleum distributor imprints often produce as much as 25% replies."

Robert A. Fergusson, Pres.
Rust-Oleum Corp.



"...Reply-O has always proved its worth. I guess that's why I'm their oldest customer."

Alan Deyoe, Dir. of Circ.
Popular Mechanics Magazine



"We use Reply-O Letter to help us sell office machines, systems, typewriters, supplies, even contract services."

C. R. (Bob) Pope, Dir. Mail Mgr.
Remington Rand, Inc.

Reply-O Letters belong in every direct mail campaign

*the
reply-o-letter*



Result-conscious direct mail users tell you what Reply-O Letters have done for them.

Reply-O Letter means many things to many people. One customer uses them to get inquiries; another to clean his list; a third to sell subscriptions. No matter what the problem, Reply-O brings results.

Visit us at Booth 8 at the DMAA Convention. Or write for a copy of "It Was Answers He Wanted." Learn how over 400 major advertisers use Reply-O Letter to get 30%...40%...50% more replies than ordinary letters and cards. Perhaps Reply-O Letters can fit into your direct mail campaign.

THE REPLY-O PRODUCTS CO. • 7 Central Park West, New York 23, N. Y.

Sales Offices: Boston • Chicago • Cleveland • Detroit • Toronto

PUT MORE PULL
IN YOUR DIRECT MAIL—

*Personal Letters produce RESULTS! And Ambassador has complete facilities for creating and producing top quality, personalized Direct Mail; specializing in

Hooven Automatically
Typewritten Letters
"Executive" Process Letters
and
"Alco" Process Letters

**AMBASSADOR
LETTER
SERVICE CO.**

ESTAB.
1922

11 Stone Street
BOWLING GREEN 9-0607

"Person-To-Person" COPY

In a direct sales message, I "talk" to one person — not to a mob . . . and by striking a personal note, I usually strike pay dirt.

The hard part of it is to fit the copy to each type of prospect, and to visualize his needs . . . It isn't enough to hand me a picture of the product and its many uses. That tells me only half the story.

The full story comes to me as I tackle a number of assignments, and live for a while with my client's problems. This alone helps me to write sales letters that ring true, and ring the register.

Plans and copy services available at moderate fee. Monthly retainer preferred. Top references.

M. A. POLLEN
30 W. 15th St., N.Y.—OR. 5-4352

write
for booklet
On Your Letterhead

**"HOW TO USE A
DIRECT MAIL COUNSELLOR"**

**Hayden Rickett
ASSOCIATES**
P.O. Box 1466
Tampa 1,
Fla.

of regular correspondence; (c) follow-up letters of all types; (d) letters to distributors; (e) congratulating salesmen on a job well done; (f) goodwill or sales-stimulating letters of all kinds.

In other words . . . this whole subject of inquiry handling and follow-up deserves serious study by everyone connected with industrial direct mail . . . including the agencies. The job cannot be left to second-string talent. On an "organization chart" of a "typical" industrial advertising department, we saw a block for practically everything else under the sun except a unit to handle inquiries and follow-up. So . . . it needs study. Badly.

Salesman Training Needed

Next item for investigation: *The relationship between salesmen and direct mail.* And this applies whether the manufacturer sells only through their own salesmen or whether there is the distributor link. This survey indicates there is a woeful lack of down-to-earth training of salesmen in the why and how of direct mail. Company sales conventions ballyhoo the glamorous side of advertising promotion . . . the double-spread, color ads . . . the exhibits, etc. But do the salesmen understand why direct mail is being used; what it is doing for them. . . or are they sent out cold?

We found cases where salesmen calling on distributors were asked trick questions deliberately which revealed that the salesmen didn't know about direct mail being offered to distributors by the home office. In other cases, salesmen depreciated the use of direct mail by distributors or would try to get a request for say 3,000 pieces of literature cut down to 500 without even bothering to find out how many prospects the distributor had on his mailing list. Others have knocked the use of third class mail when talking to a distributor who knows a whole lot more about the subject.

What industrial ad managers need right now is a good standard explanation of direct mail (a small, easy-to-understand manual) which would be required reading for every salesman. The NIAA or DMAA could prepare such an outline which could be changed around in each individual company so that the specific activities of the company are explained. In cases where salesmen call on distributors, they should be taught how to help the distributor on his direct mail problems. Overall problems . . . not just the salesman's own company promotions. Why not such a manual? A few com-

panies have conducted such training (by talks mostly) . . . but the cases are rare.

For example, we are not breaking any confidence by revealing that DuPont, during the past few years, has been issuing "how to do it" manuals on direct mail to other manufacturing firms who buy DuPont products which are incorporated in other finished products. (Don't write for samples, as they are limited to internal distribution.) The DuPont manuals are professional jobs . . . explain direct mail; how to plan and write it; how to get and maintain lists. The same kind of material could be adapted for a salesman's manual . . . to let him know how direct mail is working with him. There is the weakest link in the chain of handling direct mail for industrial advertising. Needs brains . . . and constant work.

One last problem concerning handling . . . and then "finis." But this problem can't be finished. It's the worst . . . *the handling of relationships between manufacturer — salesmen — distributor.*

How many industrial advertisers (working with distributors) have actually surveyed their particular field to determine, for example, how many distributors maintain their own lists with addressing equipment and with either experts, or some know-how, direct mail assistants? If Eastman Kodak can know how much window or counter space each photographic dealer has, surely the industrial advertiser could find out all the facts about the direct mail setup of each distributor. The presentations of package campaigns and offers of miscellaneous pieces indicate that these facts are not known.

How many mailings a year does the distributor make? Can your package campaign of six or more pieces be fit into a tight schedule without interfering with the promotion of other products? Does it fit geographically, seasonally . . . or what?

Some manufacturer's salesmen act as if the distributor had no problems whatsoever except to help the salesman's bosses promote their product: "Here's a wonderful new piece you ought to get out right away." Every new piece is wonderful no matter how rotten it may look to the distributor who has to sell them all.

What kind of pieces do the distributors really prefer (if they handle their own mailings)? Somebody ought to try to find out. Some say self-mailers, which can be handled on addressing machines simply and without bother of

assembling. Others say . . . pieces which can be assembled and included in other material mailed by distributor. Who knows? We've seen bad and good examples. One prominent manufacturer has only one descriptive piece offered reluctantly to distributors. A single sheet 7" x 10½", printed on both sides with poor illustrations and typography.

The package deals. How many can a distributor inject or absorb into his year's program? Can they be handled by the distributor or should they be controlled by the agency from a central mailing point? Should distributor pay part of the cost? Most resent it.

William Dixey of Trumbull Electric Division of General Electric (another mail order man turned to industrial advertising) told recently how he controls dealer use of material supplied. When dealer gets a bulk shipment for one mailing, he gets a plate of home office address to insert in list. When home office gets the piece in the mail with coded plate, the second lot of material is shipped. Good control. Those are points to be studied.

Provided the package deal offered to distributors can be handled at a central mailing point, what are the best methods?

Gardiner Smith (vice president of Dickie-Raymond, Boston) gave one of the best outlines we've heard, at a Boston Industrial Advertisers seminar. *The Reporter* for May 1954 reported it in detail and it's been praised by the United States Department of Commerce. Gardiner believes the package deal should include these elements: (1) *Completely package the campaign in a presentation booklet. Give all details;* (2) *set the campaign up on the basis of central handling the mailings;* (3) *tie the distributor into the campaign as closely as possible;* (4) *have the distributor share in the cost, at least the postage;* (5) *keep away from optional mailings;* (6) *supply the envelopes for the campaign;* (7) *if mailings in campaign offer promotional booklets or other material, be sure the distributor is adequately stocked with material in advance of mailing;* (8) *if campaign includes "offering" mailing, have one that will produce a fairly good return positioned early in campaign.*

We've heard verbal pats on the back for such productions as Simonds Saw & Steel Co. and Plymouth Cordage Co. In the latest Simonds portfolio there's an intelligent tie-up of art and copy between space ads (with emotional im-

(Continued on page 91)

Rates \$1.25 per line (75¢ Situation Wanted) Minimum 4 lines

CLASSIFIED ADVERTISING

ADDRESSING

OUR LISTS ARE FREE

Retailers - wholesalers - manufacturers
Banks - churches - institutions
We charge only for addressing
SPEED - ADDRESS KRAUS CO.
48-01 42nd Street
Long Island City 4, N. Y.

LIST ADDRESSING—Your Envelopes or Labels Under \$5. per M. Write now
QUALITY TYPING SERVICE
104 East Main St., Gloucester, Mass.

ADDRESSING PLATES

If you use
ELLIOTT-TYPE STENCILS
and want to **REDUCE COSTS**
Write to Box 91, The Reporter
Garden City, New York

ADDRESSOGRAPH PLATES

Speedamat Plates — \$32.50 per M.
Advertisers' Addressing System
703 No. 16th St. St. Louis, Mo.

ADVERTISING AGENCIES

For pulling direct selling mail order advertising campaigns in newspapers, magazines, trade papers, consult Martin Advertising Agency, 15 E. 40 St., Dept. 33A, N. Y. LE 2-4751. Est. 1923.

FOR SALE

ENDORSEOGRAPH. Automatic Commercial Controls endorsing machine and stand. 3½ years old. Perfect operating condition. \$150. Ideals Publishing Co., Box 2032, Milwaukee, Wis.

POSTAGE METER. Heavy duty Commercial Controls model 80. Matching cabinet stand on wheels. Original cost of \$790. Meters 8,000 per hour. Excellent condition. Only \$350. Ideals Publishing Co., Box 2032, Milwaukee 1, Wis.

HELP WANTED

YOUNG WOMAN as working partner with some capital to invest in well established Direct Mail service business in northern New Jersey. Should have creative imagination plus knowledge of, or interest in basic advertising principles; a willingness to tackle problems of production and selling . . . of helping to run a rapidly growing small business. Box 93, The Reporter, Garden City, N. Y.

HELP WANTED

FREE LANCE DIRECT MAIL COPYWRITER

An experienced direct mail copywriter to plan and write strong selling copy on records and children's books. Give details or show samples in reply. Replies treated confidentially. Box 92, The Reporter, Garden City, N. Y.

LISTS

CANADA'S BEST MAILING LIST
250,000 live names on Elliott stencils
Call your list broker — **TODAY**
or Tohe's, Niagara on the Lake, Canada

400,000 ELLIOTT STENCILS

Former subscribers and buyers of IDEALS books. 2"x4½" Elliott stencils in geographical order. Recently cleaned. Outright sale at \$10.00 per M. Ideals Publishing Co., Box 2032, Milwaukee 1, Wisconsin.

MISCELLANEOUS

'STENAFAX ELECTRONIC STENCILS'
... for mimeographing complex forms, art work, printed copy, letterheads, even photos, on your mimeograph machine. Exclusive STENAFAX process cuts stencil **electronically** for \$1.50. Write for samples and information.
COMMERCIAL LETTER, INC.
Stenafax Department
1209 Washington Avenue
St. Louis 3, Missouri

OFFSET CUTOUTS

Stock promotional headings for reproduction. **OFFSET SCRAPBOOK NO. 1**, containing 1500 classified specimens, only \$3.00 postpaid. It's a rich source of practical help and inspiration. Thousands in use. Available also are other books containing promotional art, cartoons, type fonts, borders, panels, holiday art, etc. Most complete service in U.S. Free descriptive folder. A. A. ARCHBOLD, Publisher, P. O. Box 20740-K, Los Angeles 6, Calif.

SITUATION WANTED

SALES MANAGER — Increased company sales 319%. Formerly top creative direct mail salesman. Well worth \$12,000 up. Let me prove it. Write now for resume. Kelly Snow, 2220 S.W. Main St., Portland 5, Oregon.

FULFILLMENT CHIEF — Club plan; IBM; purchasing; copy. Top record. \$12 M - \$15 M. Box 94, The Reporter, Garden City, N. Y.

WANTED

Wanted — Addressograph, Speedamat and Elliott machines, frames, cabinets. Also Duplicators, Sealers, Pitney Bowes. Mailers, 40 W. 15th St., N. Y. 11, N.Y.

DIRECT MAIL DIRECTORY

LISTINGS ONE LINE PER ISSUE, \$15.00 PER YEAR

ACETATE SHEET PROTECTORS

A. G. Bardes Company, Inc., 437 N. 5th Street, Milwaukee, Wis.

ADDRESSING

Ace Typing Service, 467 Second Avenue, New York 16, N. Y.
Advertising Enterprises, 82-66 Grenfell Street, Kew Gardens, N. Y.
Creative Mailing Service, 460 No. Main St., Freeport, N. Y.
Dell Letter Service, 61-07 159th St., Flushing, N. Y.
Fair Mail Service, 417 Cleveland Ave., Plainfield, N. J.
M. Victor, 130 Flatbush Avenue, Brooklyn 17, N. Y.

ADDRESSING MACHINES

Addressing Machine & Equipment Co., 326 Broadway, New York 7, N. Y.
The Elliott Addressing Machine Co., 155A Albany St., Cambridge 39, Mass.
Saver & Wallingford, 143 West Broadway, New York 13, N. Y.

ADDRESSING - TRADE

Belmar Typing Service, 107-32 104th Street, Ozone Park, N. Y.
Shapins Typing Service, 68-11 Roosevelt Ave., Woodside, N. Y.

ADDRESSOGRAPH PLATE EMBOSsing

M. Victor, 130 Flatbush Avenue, Brooklyn 17, N. Y.
G. W. Weeks, 8 Nagele Court, Merrick, N. Y.

ADVERTISING AGENCIES

Ad Scribe, P. O. Box 254, North Canton, Ohio
Frederick Asher, Inc., Advertising, 20 N. Wacker Drive, Chicago 6, Ill.
The Buckley Organization, Lincoln-Liberty Building, Philadelphia 7, Pa.
The Jay H. Maish Company, On Gospel Hill, Marion, Ohio
Martin Ad Agency (Direct Selling Mail Order), 15 PA. E. 40, N. Y. 16, N. Y.
Roskam Advertising (Mail Order), 1430 Grand, Kansas City 6, Mo.
Maxwell Sackheim & Co., Inc., 670 Fifth Ave., New York 19, N. Y.

ADVERTISING ART

Art Mart Service, P. O. Box 2121, Dallas 21, Texas
Raymond Lufkin, 124 West Clinton Ave., Tenafly, N. J.
Ray Thompson Cartoon Studio, Box 134, Wyncote, Pa.
Trapkus Art Studio (Small Ads), 349 Tenth St., Moline, Illinois
Harry Volk, Jr., Art Studio, 400 Central Building, Atlantic City, N. J.

ADVERTISING BOOK MATCHES

The Diamond Match Company, 125 Paridon St., Springfield, Mass.
Match Corporation of America, 3433-43 West 48th Place, Chicago 32, Ill.

AUTOMATIC TYPEWRITERS

American Automatic Typewriter Co., 614 N. Carpenter St., Chicago 22, Ill.

AUTOMATIC TYPEWRITING

Ambassador Letter Service Co., 11 Stone St., New York 4, N. Y.
Pat Gohsen & Associates (25 Robos), 117 S. Meridian St., Indianapolis 25, Ind.
MacCallum Letter Service, 7 So. Dearborn St., Chicago 3, Ill.

BLOTTER SPECIALTIES

Respon's-Blotter, 10 Hanover Street, New York 5, N. Y.

BOOKS

The Art & Technique of Photo Engraving, Horan Engraving Co., N. Y. 1, N. Y.

BUSINESS CARD SERVICE

R. O. H. Hill, Inc., 270 Lafayette St., New York 12, N. Y.

CATALOG PLANNING

Catalog Planning Company, 101 West 55th St., New York 19, N. Y.
George F. McKiernan & Company, 1056 West Van Buren St., Chicago 7, Ill.

CHRISTMAS STATIONERY

The Newbern Company, 207 W. Main St., Arlington, Texas

COPYWRITERS (Free Lance)

Leo P. Bott, Jr., 64 E. Jackson Blvd., Chicago 4, Ill.
Earl McClement, A-21 Ogontz Manor, 5600 Ogontz Ave., Philadelphia 41, Pa.
Edward W. Osann, 175-35 88th Ave., Jamaica 32, N. Y.
M. A. Pollen, 30 West 15th Street, New York, N. Y.
Orville E. Reed, 106 N. State St., Howell, Michigan
Roskam Advertising (Mail Order), 1430 Grand, Kansas City 6, Missouri
Franklin C. Wertheim, 179-15 Jamaica Avenue, Jamaica 32, N. Y.
John Yeargain, 442 East 20th St., New York 9, N. Y.

DIRECT MAIL AGENCIES

Homer J. Buckley, 57 East Jackson Blvd., Chicago 4, Ill.
The Buckley Organization, Lincoln-Liberty Bldg., Philadelphia 7, Pa.
Chase & Richardson, Inc., 9 East 45th Street, New York 17, N. Y.
Circulation Associates, 1745 Broadway, New York 19, N. Y.
Dickie-Raymond, Inc., Sheraton Bldg., 470 Atlantic Ave., Boston, Mass.
Dickie-Raymond, Inc., 521 Fifth Avenue, New York 17, N. Y.
Direct Mail Services, 175 Luckie Street, N. W., Atlanta 3, Georgia
Duffy & Associates, Inc., 918 North 4th Street, Milwaukee 2, Wisconsin
The Folks on Gospel Hill, 400 S. Main Street, Marion, Ohio
James Gray, Inc., 216 E. 45th Street, New York 17, N. Y.
Frederick E. Gymer, 2123 East 9th St., Cleveland 15, Ohio
Harrison Service, Inc., 341 Madison Avenue, New York 17, N. Y.
Mailograph Co., Inc., 39 Water Street, New York 4, N. Y.
Proper Press, Inc., 129 Lafayette Street, New York 13, N. Y.
Reply-O Products Co., 7 Central Park W., New York 23, N. Y.
Hayden Ricker Associates, P. O. Box 1466, Tampa 1, Fla.
Roskam Advertising (Mail Order), 1430 Grand, Kansas City 6, Mo.
Sales Letters, Inc., 250 West 49th St., New York 19, N. Y.
The Smith Company, 67 Beale Street, San Francisco, Calif.
John A. Smith & Staff, 11 Beacon St., Boston 8, Mass.
Carl G. Vionot, Inc., 134 Summer St., Boston 10, Mass.
Western Empire Direct Adv. Co., 612 Howard St., San Francisco 5, Calif.

DIRECT MAIL EQUIPMENT - MANUFACTURERS

All Purpose Metal Equipment Co., 255 Mill Street, Rochester 14, N. Y.
B. H. Bunn Company, 7605 South Vincennes Ave., Chicago 20, Ill.
Felins Tying Machine Company, 3351 North 35th St., Milwaukee 15, Wis.
Inserting and Mailing Machines Co., Phillipsburg, N. J.
National Bundle Tyer Company, Blissfield, Mich.
Thomas Mechanical Collator Corp., 50 Church St., New York 7, N. Y.

DIRECT MAIL - GIFTS

George E. McWeeny Co., 120 Milton Avenue, West Haven 16, Conn.

DIRECT MAIL SPECIALTIES

The Carr Organization, 1319 N. Third St., Milwaukee 12, Wis.

ELLIOTT STENCIL CUTTING

Address-O-Rite Stencil & Machine Co., 64 W. 23rd St., New York 10, N. Y.
Clear Cut Duplicating Co., 149 Broadway, New York 6, N. Y.
Creative Mailing Service, 460 North Main St., Freeport, N. Y.

ENVELOPES

American Envelope Mfg. Corp., 26 Howard St., New York 13, N. Y.
The American Paper Products Co., East Liverpool, Ohio
Atlanta Envelope Co., 1700 Northside Drive, P.O. Box 1267, Atlanta 1, Ga.
Berlin & Jones Company, Inc., 601 West 26th St., New York 1, N. Y.
Boston Envelope Co., 397 High St., Dedham, Mass.
The Clasp Envelope Company, Inc., 98 Bleecker St., New York 12, N. Y.
Columbia Envelope Co., 2015 N. Hawthorne Ave., Melrose Park, Ill., Chicago Sub.
Samuel Cupples Envelope Co., Inc., 360 Furman St., Brooklyn 2, N. Y.
Cuppies-Hesse Corp., 4175 N. Kingshighway Blvd., St. Louis 15, Mo.
Curtis 1000 Inc., Capitol Ave. & Flower St., Hartford 6, Conn.
Detroit Tullar Envelope Company, 1041 14th St., Detroit 6, Mich.
Direct Mail Envelope Company, 15 West 20th St., New York 11, N. Y.
Garden City Envelope Company, 3001 No. Rockwell St., Chicago 18, Ill.
Gaw-O'Hara Envelope Company, 500 N. Sacramento Blvd., Chicago 12, Ill.
The Gray Envelope Mfg. Co., Inc., 55-33rd St., Brooklyn 32, N. Y.
Heco Envelope Company, 4500 Cortland St., Chicago 39, Ill.
McGill Paper Products, Inc., 301 Park Ave., Minneapolis 15, Minn.
Orgler Envelope Co., Inc., 167 41st St., Brooklyn 32, N. Y.
Rochester Envelope Co., 72 Clarissa Street, Rochester 14, N. Y.
The Standard Envelope Mfg. Co., 1600 East 30th St., Cleveland 14, Ohio
Tension Envelope Corporation, 522 Fifth Avenue, New York 36, N. Y.
Tension Envelope Corporation, 19th & Campbell Sts., Kansas City 8, Mo.
Transo Envelope Co., 3542 N. Kimball Avenue, Chicago 18, Illinois
Transo Envelope Co., 22 Monitor St., Jersey City, New Jersey
United States Envelope Company, Springfield 2, Mass.
The Wolf Envelope Company, 1749-81 E. 22nd St., Cleveland 1, Ohio
Wolf Detroit Envelope Company, 14700 Dexter Blvd., Detroit 32, Mich.

ENVELOPE SPECIALTIES

Columbia Envelope Co., 2015 N. Hawthorne Ave., Melrose Park, Ill., Chicago Sub.
The Connelly Organization, Inc., 1010 Arch St., Philadelphia 7, Pa.
Curtis 1000 Inc., Capitol Avenue and Flower St., Hartford, Conn.
Direct Mail Envelope Co., 15 West 20th St., New York, N. Y.
Du-Plex Envelope Corp., 3026 Franklin Blvd., Chicago 12, Ill.
Garden City Envelope Co., 3001 North Rockwell St., Chicago 18, Ill.
The Sawdon Co., 480 Lexington Avenue, New York 17, N. Y.
Tension Envelope Corporation, 19th & Campbell Sts., Kansas City 8, Mo.

FOREIGN MAILINGS

Promotion, Jose Antonio, 57-10-C, Madrid, Spain

FUND RAISING

William M. Proft Associates, 27 Washington Place, East Orange, N. J.

IMPRINTERS - SALES LITERATURE

L. P. MacAdams Company, 301 John Street, Bridgeport 3, Connecticut
Mailograph Printing Co., 138 N. 12th St., Philadelphia 7, Pa.

INVISIBLE INK POSTCARDS

Morley W. Jennings, East Orange, New Jersey

LABEL PASTERS

Pordevin Machine Company, 200 North St., Teterboro, N. J.

LABELS

Dennison Manufacturing Company, Framingham, Mass.
Eureka Specialty Printing Co., 558 Electric Street, Scranton 9, Pa.
Penny Label Company, 9 Murray St., New York 7, N. Y.
Tompkins Label Company, 1518 Walnut Street, Philadelphia 2, Pa.
M. Victor, 130 Flatbush Avenue, Brooklyn 17, N. Y.

LETTER GADGETS

Hewig Company, 45 West 45th St., New York 19, N. Y.
A. Mitchell, 111 West Jackson Blvd., Chicago 4, Illinois
National Photostamp Company, 654 Broadway, New York 12, N. Y.
A. August Tiger, 545 Fifth Avenue, New York 17, N. Y.

LETTERHEADS

Harper Engraving and Printing Co., 283 E. Spring St., Columbus 15, Ohio
R. O. H. Hill, Inc., 270 R. Lafayette Street, New York 12, New York
Peerless Lithographing Company, 4313 Diversey Ave., Chicago 39, Ill.
Arthur Thompson & Co., 109 Market Place, Baltimore 2, Md.
Woodbury & Company, Chadwick Square, Worcester 5, Mass.

MAIL ADVERTISING SERVICES (Lettershops)

Advertisers Associates, Inc., 1627 Penn. Ave., Pittsburgh 22, Pa.
Benart Mail Sales Service, Inc., 228 East 45th St., New York 17, N. Y.
Century Letter Co., Inc., 48 East 21st St., New York 10, N. Y.
Mary Ellen Clancy Company, 250 Park Avenue, New York 10, N. Y.
Cleveland Letter Service, Inc., 740 W. Superior Ave., Cleveland 13, O.
A. W. Dicks & Co., 386 Victoria St., Toronto 2, Ont., Canada
Fair Mail Service, 417 Cleveland Ave., Plainfield, N. J.
The Folks on Gospel Hill, 400 S. Main Street, Marion, Ohio
Fulfillment Corp. of America, 381 W. Center Street, Marion, Ohio
General Office Service, Inc., 527 6th St., N.W., Washington 1, D.C.
Lee Letter Service, 20 East 20th St., New York 3, N. Y.
The Lemarg Company, 417 S. Jefferson St., Chicago 7, Ill.
The Letter Shop, 67 Beale Street, San Francisco, Calif.
Lincoln Letter Service, Inc., 326 Broadway, New York 7, N. Y.
Long Island Letter Service, 95 Mineola Blvd., Mineola, N. Y.
MacCallum Letter Service, 7 So. Dearborn St., Chicago 3, Ill.
Mailograph Co., Inc., 39 Water St., New York 4, N. Y.
Mailways, 200 Adelaide St., West, Toronto 1, Ont., Canada
Premier Printing & Letter Service, 620 Texas Ave., Houston 2, Texas
Rochester Consumer Advertising Corp., 210 Lyell, Rochester 6, N. Y.
Roskam Advertising (Mail Order), 6 West 10th, Kansas City 5, Mo.
The Rylander Company, 216 West Jackson Blvd., Chicago 6, Ill.
The St. John Associates, Inc., 75 West 45th St., New York 36, N. Y.

Union County Business Bureau.....Westfield, N.J.
Williamson Enterprises.....Williamson, N. Y.
Woodington Mail Adv. Service.....1304 Arch St., Philadelphia 7, Pa.

MAILING LISTS—Brokers

* Archer Mailing List Service.....140 West 55th St., New York 19, N.Y.
* George R. Bryant Co. of N. Y., Inc.....595 Madison Ave., New York 22, N.Y.
* George R. Bryant Co.....75 East Wacker Drive, Chicago 1, Ill.
* Walter Drey, Inc.....333 N. Michigan Avenue, Chicago 1, Illinois
* Walter Drey, Inc.....257 Fourth Ave., New York 10, N. Y.
* Guild Company.....160 Engle Street, Englewood, New Jersey
* Lewis Kleid Company.....25 West 45th St., New York 36, N. Y.
* Willis Maddern, Inc.....215 Fourth Ave., New York 3, N.Y.
* Mosely Mail Order List Service.....38 Newbury St., Boston 16, Mass.
* Names Unlimited, Inc.....352 Fourth Avenue, New York 10, N. Y.
* D. L. Netwick.....136 W. 52nd St., New York 19, N.Y.
Planned Circulation.....19 West 44th Street, New York 36, N. Y.
Roskam Advertising (Mail Order).....1430 Grand, Kansas City 6, Mo.
Sanford Evans & Co. Ltd.....165 McDermot Ave., Winnipeg, Canada
* James E. True Associates.....419 4th Ave., New York 16, N. Y.

* Members — National Council of Mailing List Brokers

MAILING LISTS—Compilers & Owners

Advertising Letter Service.....2930 Jefferson East, Detroit 7, Mich.
Albert Mailing Lists.....120 Liberty Street, New York 6, New York
Allison Mailing Lists.....400 Madison Ave., New York 17, N. Y.
Arrow Industrial Lists.....Box 910, Holyoke, Massachusetts
Associated Advertising Service.....613 Willow St., Port Huron, Mich.
Bodine's of Baltimore.....444 E. Belvedere Ave., Baltimore 12, Md.
Bookbuyers Lists, Inc.....363 Broadway, New York 13, N. Y.
Boyd's City Dispatch, Inc.....114-120 East 23rd St., New York 10, N. Y.
Calvin News Service.....101 West 46th Street, New York 36, N. Y.
Catholic Laity Bureau.....45 West 45th Street, New York 36, New York
Creative Mailing Service.....460 No. Main St., Freeport, New York
Walter Drey, Inc.....333 N. Michigan Avenue, Chicago 1, Illinois
Walter Drey, Inc.....257 Fourth Avenue, New York 10, New York
Drumcliff Advertising Service.....Hillen Rd., Towson 4, Md.
Dunhill List Company, Inc.....505 Fifth Ave., New York 17, N. Y.
E-Z Addressing Service.....83 Washington Street, New York 6, N. Y.
Fritz S. Hofheimer.....28 East 22nd Street, New York 10, N. Y.
Industrial List Bureau.....45 Astor Place, New York 3, N. Y.
Jewish Statistical Bureau.....320 Broadway, New York 7, N.Y.
The Walter S. Kraus Co.....48-01 42nd St., Long Island City 4, N.Y.
Mapleton Service Company.....339 Kings Highway, Brooklyn 23, N.Y.
Market Compilation Bureau.....11834 Ventura Blvd., N. Hollywood, Calif.
Reba Martin, Inc.....4201 N. W. 2nd Avenue, Miami, Fla.
Montgomery Engineering Company.....8500 - 12 St., Detroit 6, Michigan
Official Catholic Directory Lists.....12 Barclay St., New York 8, N.Y.
Paramount Mailing Lists.....77-14 138th Street, Flushing 67, N.Y.
R. L. Polk & Company.....431 Howard Street, Detroit 31, Mich.
W. S. Ponton, Inc.....50 East 42 Street, New York 17, N.Y.
Rochester Consumer Advertising Corporation.....210 Lyell, Rochester 6, N.Y.
Southwestern Progress Corp. (Wm. D. Ryan, Sales Mgr.)
232 N. Canon Dr., Beverly Hills, Calif.

MAIL ORDER CONSULTANT

Whitt Northmore Schultz.....1115 Old Elm Lane, Glencoe, Illinois

MATCHED STATIONERY

Tension Envelope Corporation.....19th & Campbell Sts., Kansas City 8, Mo.

MESSANGER — TRUCKING SERVICE

Mercury Service Systems, Inc.....461 4th Avenue, New York 16, N.Y.

MIMEOGRAPH MACHINE

Addressing Machine & Equipment Co.....326 Broadway, New York 7, N. Y.

MULTIGRAPH SUPPLIES

Chicago Ink Ribbon Company.....19 So. Wells St., Chicago 6, Ill.

MULTILITH & MULTIGRAPH MACHINES

Addressing Machine & Equipment Co.....326 Broadway, New York 7, N. Y.

PAPER MANUFACTURERS

The Appleton Coated Paper Company.....Appleton, Wisconsin
The Beckett Paper Company.....Hamilton, Ohio
Eastern Corporation.....Bangor, Maine
Esleack Manufacturing Company.....Turners Falls, Massachusetts
Fox River Corp.....Appleton, Wisconsin
Hammermill Paper Company.....Erie, Pennsylvania
International Paper Company.....220 East 42nd St., New York 17, N.Y.
McLaurin-Jones Company.....Brookfield, Massachusetts
Mead Sales Co.....810 Public Ledger Bldg., Philadelphia 6, Pa.
Mohawk Paper Mills, Inc.....465 Saratoga Street, Cohoes, New York
Neenah Paper Co.....Neenah, Wisconsin
Nekoosa-Edwards Paper Co.....Port Edwards, Wisconsin
Peninsular Paper Company.....Ypsilanti, Michigan
Rex Paper Company.....Kalamazoo 99, Michigan
Rising Paper Company.....Housatonic, Mass.

PAPER MERCHANTS

Henry Lindenmeyr & Sons.....480 Canal St., New York 13, N. Y.

PARCEL POST MAILING BOXES

Corrugated Paper Products, Inc.....2235 Utica Ave., Brooklyn 34, N. Y.

PHOTOS IN QUANTITY

Moss Photo Service, Inc.....350 W. 50th St., New York 19, N.Y.
Mulson Studio.....P. O. Box 1941, Bridgeport 1, Conn.

PHOTO-REPORTING

Sickles Photo-Reporting Service.....38 Park Place, Newark, N.J.

POSTAL INFORMATION

Postal Digest Company.....150 Nassau Street, New York 38, New York

COLOR POSTCARDS

Colorart, Inc.....475 Fifth Avenue, New York 17, N.Y.
Moss Photo Service, Inc.....350 West 50th St., New York 19, N.Y.

PRINTING—Letterpress

The Davenport Press, Inc.....Main St., Mineola, N. Y.
George F. McKiernan & Co.....1056 West Van Buren St., Chicago 7, Ill.

PRINTING—Offset Lithography

Crescent Printing Company.....Station D, Box 25, Dayton 10, Ohio
Peerless Lithographing Company.....4313 Diversey Ave., Chicago 39, Ill.

PRINTING—Letterpress and Offset Lithography

Paradise Printers and Publishers.....Paradise, Pennsylvania
Pinecraft Press, Inc.....229 West 28th St., New York 1, N.Y.
Proper Press, Inc.....129 Lafayette Street, New York 13, N. Y.

PUBLICITY-PUBLIC RELATIONS

Arthur Pine Associates.....67 West 44th St., New York 36, N.Y.

SALES PROMOTIONAL COUNSEL

Martin Ad Agency (Direct Selling Mail Order).....15 PB E. 40, N. Y. 16, N.Y.

SYNDICATED HOUSE MAGAZINES

The William Feather Co.....812 Huron Rd., Cleveland 15, Ohio

TRADE ASSOCIATIONS

Advertising Trades Institute, Inc.....270 Park Ave., New York 17, N. Y.
Direct Mail Advertising Assn.....381 Fourth Ave., New York 16, N. Y.
Mail Advertising Service Assn.....18120 James Couzens Hwy, Detroit 35, Mich.

TRUCKING — MESSENGER SERVICE

Mercury Service Systems, Inc.....461 4th Avenue, New York 16, N.Y.

VARITYPE EQUIPMENT

Zenith Typewriter & Adding Machine Co. 34 E. 22nd St. New York 10, N.Y.

XEROGRAPHY — PLATES

Clear-Cut Duplicating Company.....149 Broadway, New York 6, N. Y.

part) and direct mail pieces using same theme and art treatment. In the Plymouth case . . . distributors like the seven-piece campaign handled for free for them at central mailing spot. Three letters on their own letterhead with signatures. And other pieces, such as blotters, with at least half the space promoting distributor equally with Plymouth. Skillfully *hurdled* from every angle.

There is unending opportunity for study in this element of phase six. To avoid dullness in presenting package deals . . . maybe industrialists should study the techniques of men like vice president Ward Patton of Green Giant Co., LeSueur, Minn. Another field . . . but he, too, has the problem of acquainting wholesalers and retailers with national advertising plans; how they can tie in. Every Green Giant portfolio of advance ad reprints and merchandising schemes is an *exciting* event. Every trick of good showmanship is used. Humor, mystery, gadgets. One

























recent piece had a specially made plastic knife with indentations so that peas could be eaten with it (to tie in with the old nursery rhyme about "eating peas with honey"). Is there any reason why industrial campaigns could not be made exciting? Or do industrial advertising managers and agencies consider that distributors work with many people wearing dirty work clothes . . . who are thereby below the nice things of life?

One last suggestion on this point: *Have industrial advertisers ever considered the possibility of setting up a distributors advertising advisory board? Changing it every year or so? It's been done in related fields.* Eliot Wight of United States Envelope Co., sent us the setup of the Linweave Division. [U.S.E. is a manufacturer who sells through merchants (distributors), who sell to printers (manufacturers) who sell their products to other manufacturers and commercial users.]

Linweave sets up a Merchandising-Advertising Committee made up of merchants (chairmanned by one of them) to help the advertising department plan what portfolios or other dealer helps are needed most. A co-operative venture which enables the manufacturer to know what the distributors want. Paper manufacturers, such as Strathmore, Hammermill and Warren, have had similar setups.

Why couldn't the same technique be used in the purely industrial field? The distributors could make their needs known and they would have more interest because they shared in the planning.

Solutions can be found to most of these problems of handling . . . but it will take a lot of hard digging on the part of advertising managers and their agencies. The surface has only been scratched in this report. And we'll have to leave it that way. Just scratched.

All the arguments for using space.	Methods of media selection.	Circulation studies. Methods of using purchased lists.	Wide range of possible subjects.	As it applies to trade space.	A discussion of merchandising trade space by proper handling.
					
T R A D E P A P E R C H A I R M E N					
					
PHASE 1 MANAGEMENT ACCEPTANCE Hour —	PHASE 2 ANALYSIS OF PLANNING Hour —	PHASE 3 LISTS Hour —	PHASE 4 FUNCTIONS & FORMATS Hour —	PHASE 5 COPY Hour —	PHASE 6 HANDLING Hour —
					
D I R E C T M A I L C H A I R M E N					
					
All the reasons, with case histories, for using direct mail.	Analysis of needs for all phases of Direct Mail.	Details of list building and control.	Case histories of functional uses and displays of unusual formats.	As it applies to direct mail.	All relationships between space and direct mail, and between manufacturer-agency - salesmen - distributor.

FUTURE PLANS

If you are still hanging on . . . you can get ready to let go.

We have tried to give you a fairly complete picture of the industrial advertising field, so far as direct mail is concerned . . . with descriptions of terms and techniques. No one could possibly cover every angle except in a weighty encyclopedia.

You have read the opinions of some of the experts in agencies, creative printing and industrial advertising management.

We have given you, for the first time anywhere, a *six phase program* for thinking about or studying industrial direct mail . . . in orderly sequence. Check back again and see what points under each phase should be investigated in *your business*. From these six phases, can you visualize a six-part manual or a six-part indus-

trial convention program? Here's how it might fit together:

1. Devote two days to the program. Either one day to **TRADE PAPERS** and one day to **DIRECT MAIL**, or have program run concurrently with part of each phase devoted equally to trade papers and direct mail. (Both share about equally in industrial advertising budgets and represent about 70% of it combined.)

2. Schedule definite hours for each phase in both **SPACE** and **DIRECT MAIL** divisions.

3. Such a program should be as devoid as possible of long speeches. Let there be panels of real experts on each phase. Get the people in the audience to let down their hair. Be sure to get distributors on the phase six panel. (At the Montreal NIAA direct mail session, there were four long speeches — mostly generalities — and when it came time for the vital questions, only four or five could be handled because the "time was up.")

Study the planning chart above . . . see how the program would work.

Several years ago, when we offered to help on any direct mail research projects for the newly-formed Industrial Advertising Research Institute, we

were told that a few "stumbling blocks" had occurred and the "areas for research" had not been clearly defined. Future suggestions were requested. Okay . . . here they are. *Six distinct major areas for survey. Six logical phases of inquiry . . . each with supplementary divisions of its own.* There are enough subjects there to keep research organizations busy for the next ten years.

Reading back over this manuscript, we hope we haven't trampled on too many toes. If it reads too negative in spots . . . that's deliberate. I still believe negative analysis is necessary in any serious study. I still believe that Dogs Climbing Trees must learn to laugh at their mistakes . . . to profit by them. To those hardy souls who can, with good grace, mix the negative and the positive, we say "good luck in your *thinking* about industrial direct mail."



HONEST
... WE DON'T WANT
TO START
THE CIVIL WAR
OVER AGAIN!

The above was pictured on an envelope manufactured by us in 1861, when we were an eager energetic eighteen-year-old, just to dramatize our conviction that—

YOUR ENVELOPE IS THE FIRST IMPRESSION
YOU MAKE

let it be a favorable one!

Of course styles, techniques and methods have changed enormously since those "good old days." And Berlin & Jones has changed right along with the times—even pioneering many of the improved processes used in the envelope industry today.

In 1954—as always—Berlin & Jones is the leader in the industry. We manufacture literally millions of envelopes daily—over five million—of all types, sizes and description... satisfying the discriminating needs of the most famous names in American business.

Yes, our continuing program of research and development has paid off. It enables us to bring you *the world's finest envelopes at the lowest possible cost.*

But despite our 111 years (or perhaps because of them), we're still restless... still looking for new and better ways to serve... *to help make your first impression a favorable and lasting one.*



BERLIN & JONES

BERLIN & JONES COMPANY, INC.

601 WEST 26 STREET, NEW YORK 1, N. Y.

111th Year of Serving Your Envelope Needs



JIM MOSELY

Jim Mosely and the Friendly
Mosely Gang Invite You to Visit Mail Order List
Headquarters . . . When you attend the DMAA
and the MASA Conventions.

COME ON OVER AND SAY "HELLO"

to the friendly MOSELY GANG — just around the corner
from the STATLER — and see for yourself — the modern,
departmentalized facilities of MAIL ORDER LIST HEAD-
QUARTERS for boosting *your* direct-to-consumer MAIL
ORDER SALES without final out-of-pocket cost to you.



SIMONE A. CYR
Treasurer



LILLIAN WEIN
Assistant Production Manager



BETTY MILLER
Assistant to the President



PEG O'LEARY
Executive Vice President



MAX MILLER
Vice President



EMMA ROMANI
Manager, Production Department



ANNE BRADFORD
Manager, List Research



ELLIE WELSFORD
Assistant to Executive Vice Pres.

MOSELY TEAM SERVICE

When you put *your* Volume Mail Order List Problem
—and opportunity—up to the experienced
MOSELY GANG in confidence, five wide-awake
MOSELY SERVICE TEAMS are added
to your own staff — without salary or overhead
expense to you — to speed your mail order
campaigns and bring you thousands of new mail
order customers who will buy from you for a
long time. Write Dept. RE 21 in detail.



Charter Member National Council
of Mailing List Brokers

NEW MAIL ORDER CUSTOMERS IN VOLUME DIRECT BY MAIL